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May 2013: Press Release

# In Reverse

## By Ron Arad at Design Museum Holon, Israel

**Press conference:** Monday 17 June 2013
**Private View Reception:** Monday 17 June 2013
**Opening Date:** Wednesday 19 June 2013
**Closing Date:** Saturday 19 October 2013

In an Israeli first, Design Museum Holon is proud to announce an exhibition by the internationally renowned artist, designer and architect Ron Arad.

Ron Arad returns to Design Museum Holon with **In Reverse**, three years after the opening of the iconic building which he designed himself. Arad remains one of the world's most influential and enigmatic designers and over the last 30 years has made a pivotal contribution to the art, design and architecture worlds. Brought to international fame by his Rover chair and Bookworm bookshelf, Arad has since collaborated with leading brands such as Alessi, Vitra, Swarovski and Kenzo and designed Yohji Yamamoto's Tokyo flagship amongst many other critically acclaimed projects. Arad has presented solo exhibitions at Centre Pompidou in Paris, MOMA in New York and the Barbican in London.

**In Reverse** will focus on three decades of Ron Arad's work in metal, his favourite material, culminating in a **major new project** exploring, through physical experiments and digital simulations, the way in which automobile bodies, specifically the Fiat 500, behave under compression.

On clean white walls in the upper gallery, Arad installed **"Dried Flowers" (2013)**: six crushed Fiat 500s, each flattened to resemble the outcome of an accident in a cartoon or a child's drawing that lacks a sense of depth. The crushed vehicles will surround a curved wooden forming buck, a mould that was used to shape and fit the metal panels of the 500, which is on loan from the Fiat Archive and Museum. Nearby Arad will present "**Roddy Giacosa (2013)**", a new sculpture created by positioning hundreds of polished stainless steel rods on a metal armature in the shape of a Fiat 500. Each contoured section takes the shape of one of the vehicle's panels and the parts fit together to form the body of the car.

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Behind the walls displaying the crushed Fiats will be a group of Arad's designs, primarily chairs made from steel, tracing his experimentation with the medium from his earliest works in the 1980s to more recent pieces that share some of the same properties as their forebears. Additionally, Arad will display a group of crushed objects, such as a toy police car that he found forty years ago in the street in Tel Aviv, as well as other objects that were studies and tests, including a bottle rack that he had flattened by a steamroller.

The lower gallery will feature **"Slow Outburst (2013)"** Arad's digital simulation of the crushing process, using the most recent model of the Fiat 500, as well as a sculpture derived from one frame of the film **"Drop (2013)"** that has been made by a 3D printing technique. Digital prints on paper **("Lets Drop It, OK? (2013)")** capture the results of simulated digital compressions of the **Roddy Giacosa**.

On view will be a selection of Arad's recent work, sculptural forms that were designed with the aid of digital technologies.

**Ron Arad:** "In Reverse is an exhibition about the shift from the physical to the digital – except in reverse. Rather than manipulate materials to render them functional or render digital models towards a functional object, here I 'reverse' perfectly functional objects and render them useless".

**Lydia Yee, Curator of In Reverse and Barbican Art Gallery:** ""In Reverse" focuses on three decades of Arad's work in metal, his favourite material, and culminates in a major new project, exploring through physical experiments and digital simulations how automobile bodies, specifically the Fiat 500, behave under compression. Arad's crushed Fiats trace their lineage back to his earliest design, **"The Rover Chair (1981)"**, a leather Rover car seat salvaged from a London scrapyard and mounted onto a frame made from steel tubing and key-clamp fittings. Both works depend on relics from the post-war automobile boom and its cycle of planned obsolescence. They also owe a debt to Marcel Duchamp's concept of the readymade, ordinary industrial objects – such as a urinal, bottle rack or bicycle wheel – which the artist selected, signed and presented as art with little or no modification".

**Galit Gaon, Chief Curator of Design Museum Holon:** "Visitors to design or architecture exhibitions are often expected to exercise an alertness and readiness to new forms of languages both materialistically

and spatially. In Reverse is a unique, one of a kind exhibition, not just because the museum building constitutes its single biggest exhibit, but also due its sincerity and ingenuity in presenting Arad's complex and multilayered work process, both through its individual stages and end-products".

**Alon Sapan, General Manager, Design Museum Holon:** "Ron Arad, as the designer of this iconic museum, which has positioned us with the great buildings and museums of the world, maintains a close relationship with Design Museum Holon and accompanies its activities. His return to Holon with this new exhibition, unique to the museum and a world premiere, is a peak of creativity and emphasizes our vision of being innovative and outstanding".

**Ron Arad Associates would like to thank:**
The wonderful staff at CentraalStaal Groningen for all their help with the crushing.
The team at 3T RPD for assisting with the file preparation and sintered production of the Drop.
The team at Altair for their work on the finite element Analysis in the Slow Outburst.
The team at Framestore for working so many hours and Helping us bring Slow Outburst to completion. Roberto Travaglia and the team at Realize for the early Fiat crushing experiments.
John Elkann, Roberto Giolito and the team at Fiat for their great help and enthusiasm with all aspects of the Fiat project.
Stefano Proietti and his team at Proietti Garage London, for their help with sourcing and providing the collection of original Fiats.
Steven Hogg for gently transporting the cars from Islington, via Chalk Farm to The Netherlands.
Special thanks to Cast Iron Radio and Recording for in-kind support with the audio interviews.

Design Museum Holon would like to thank Mediterranean Cars Agency, importer of Fiat in Israel, for accepting the request to support the exhibition and for deciding to become its main sponsor.
The exhibition is held with the support of the David Berg Foundation, the British Council, Orange Line, Shapira Glass, and Recanati Winery, which has accompanied the museum since its opening. Thanks to Magma for the production of the exhibition.
Special thanks to Mary Brandolini (1963-2013) who greatly assisted the museum, and this exhibition. She will be greatly missed

-ENDS-

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**Notes to Editors:**

1. **Ron Arad**

Ron Arad was born in Tel Aviv, 1951. He was educated at the Jerusalem Academy of Art and the Architectural Association in London. In 1981 he co-founded the design and production studio, One Off, with Caroline Thorman. This evolved into Ron Arad Associates and Ron Arad Architects.

Arad's constant experimentation with materials and his radical re-conception of form and structure have placed him at the forefront of contemporary art and design. Recent projects include Design Museum Holon in Israel, Mediacite in Belgium, Singapore Freeport and Vortex in Seoul.

Summer 2011 saw the launch of Curtain Call, Arad's latest sculptural installation made of silicon rods creating a canvas for film, live performance and a fusion between art and audiences. In 2011, he was awarded the 2011 London Design Medal for longstanding contribution to design and the city.

www.ronarad.com

2. **Design Museum Holon**

Designed by world-renowned architect Ron Arad, Design Museum Holon was inaugurated in March 2010 and has quickly established itself as the most exciting recent development to emerge in the Middle East. The Museum is part of an urban regeneration initiative which aims to transform the City of Holon into a centre for design. Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion.

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**For press information or visuals of the exhibition and Design Museum Holon, please contact Sameera Hanif and Amy Ullman at LUCHFORD APM: +44 (0)20 7631 1000; sameera.hanif@luchfordapm.com, amy.ullman@luchfordapm.com**

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