***Foreignness*** | detailed study file | **Daniel González**

***Paper Building*** |2016 white paper for external posters, glue, wood, screws, 890 square meters

*Paper Building* is a site-specific, ephemeral architecture on the facade of the former Cima Norma factory. In *Paper Building* the application of paper to the external facade of Cima Norma is complete; it annuls the history of industrial architecture to discover a new identity through the paper interruptions at each door and window.

By interpreting the theme of Foreignness, the *Paper Building* project gives emotional intimacy back to the architecture; it removes the historical facade from the public view to generate a loss of identity through the change of the original context. With a change in the conditions in which they once lived, a building, a person or a community struggle to maintain their own identity, having been forced to adapt to the new conditions.

Referring to the curiosity of children when unwrapping chocolates or sweets, and to the work *Passing Through*, 1956, by Saburo Murakami of the Gutai Group, the windows and doors of the former factory will be opened by the forceful tearing of the paper by the public and inhabitants during the inauguration of the Fondazione. Paper Building creates a space in which people can feel free and that is resolved with the participation of the public as it undergoes an experience.

By referring back to the ephemeral Baroque architectures of Bernini, which were specifically made for a limited time in order to celebrate some historical event, Daniel González makes large-scale public works as social catalysts and for bringing people together. "An ephemeral building allows a radical alteration of architectural structures and so influences our experiences through an object, one that is linked to a specific time limit, after which there remains a record of it and, above all, the fact experienced"1. With the use of white paper for *Paper Building*, the artist has created a space for a double interpretation of the material used: on the one hand the annulment of the history of the former Cima Norma factory's architecture and, on the other, the infinite possibilities in the near future. For the citizens and those who experience the newly-established Fondazione, *Paper Building* represents the freedom to analyse the architecture of the former factory through one's own intimate and personal experience: a catalyst for the creation of a relationship between the architectural space and the visitor.

1 Interview with Vera Mornina, Catania University, Faculty of Architecture, December 2015.

**Biography**  | Daniel González was born in Argentina in 1963. He lives and works in Berlin and New York.

His research is focused on the breaking down of barriers between categories and the rite of celebration; it is explored through works with sequins hand-sewn onto canvas, performances, and large-scale public projects or "ephemeral architectures" inspired by Bernini's Baroque constructions. González creates highly evocative, irrational worlds, areas for freedom in which existing conventions collapse.

In 2007 Daniel González began to collaborate with Anna Galtarossa on large-scale public projects. The first, *Chili Moon Town Tour,* a floating, utopian city, was first seen at the Bosque de Chapultepec, Mexico City. The second, *Homeless Rocket with Chandeliers*, produced in Lambrate, Milan, was a crane installation some 35 meters high used on a building site during the day; its transformation into a work of art at the end of the working day was announced by neon lights, smoke, and sirens.

González continued his production of ephemeral architectures with *Pop-Up Building* for the Witte de With Festival in Rotterdam in 2010; this was his first pop-up work in which he covered a historical church with cut-up cardboard, like a gigantic pop-up book. In 2011 he took part in the Biennale of the Barrio Museum, New York, with *Pop-Up Museo Disco Club*, a sculpture-installation that transformed the Fifth Avenue facade and entrance of the museum into a block party lasting six months. In Verona in 2013 he presented Romeo's Balcony, an idea for a balcony installed so as to mirror the balcony of Juliet's House; this work was made in collaboration with ArtVerona, the Veronese museums, and the Verona repertory theater.

In 2014 Noah Khoshbin, curator at the Robert Wilson Watermill Center (Long Island, New York), invited the artist to the Luminaria Festival in San Antonio, Texas, with his performance *Bohemian Texas Street Home Fashion Show*.

He started 2015 with his performance for the D.G. Clothes Project titled *Aaaaaaahhh Antologia di un Bugiardo,* conceived for Marsèll's Milan showroom, and with Portrait Fashion Factory, realized in the Santo Spirito monumental complex in Rome, where he transformed clothes, discarded by the performers or having special affective value for them, into wearable sculpture portraits. He then opened a solo show, *Super Reality*, at the Valentina Bonomo gallery in Rome and, in September, he presented *Pop-Up Building Milan*, a public installation for the Marsèlleria permanent exhibition in Milan, where he transformed its external appearance into a gigantic ephemeral architecture made from hand-cut paper, inspired by children's pop-up books.

He has also exhibited at the Zabludowicz Collection, London; the Musée d’Art Contemporain, Bordeaux; the Pinakothek der Moderne, Munich; Viafarini (Milano); the Neuer Kunstverein, Aachen; the second Prague Biennale; and Manifesta 7 Trento/Bolzano.

His works are to be found in many private collections, among which mention should be made of the Zabludowicz Collection (London); the Fondation pour l’art contemporain Claudine et Jean-Marc Salomon (France); Luciano Benetton (Venice); and Patrizia Pepe (Prato).

The artist is represented by the Diana Lowenstein Gallery, Miami, and by Studio la Città, Verona.

**www.daniel-gonzalez.com**

**Technical file**

Title: Paper Building

Artist: Daniel González

Where: ephemeral architecture on the facade of the central building of the Fabbrica del Cioccolato

Address: Stabili Cima Norma, Strada Vecchia 100, CH-6717 Torre-Blenio, Canton of Ticino, Switzerland

When: from Saturday 21 May 2016 until the start of the restoration work on the facade

Opening: Saturday 21 May at 6 p.m.

Entrance: free | Open to the public: it is visible from the street

Critical essay: Noah Stolz

Information: info@lafabbricadelcioccolato.ch, www.lafabbricadelcioccolato.ch

A production by: La Fabbrica del Cioccolato Fondazione