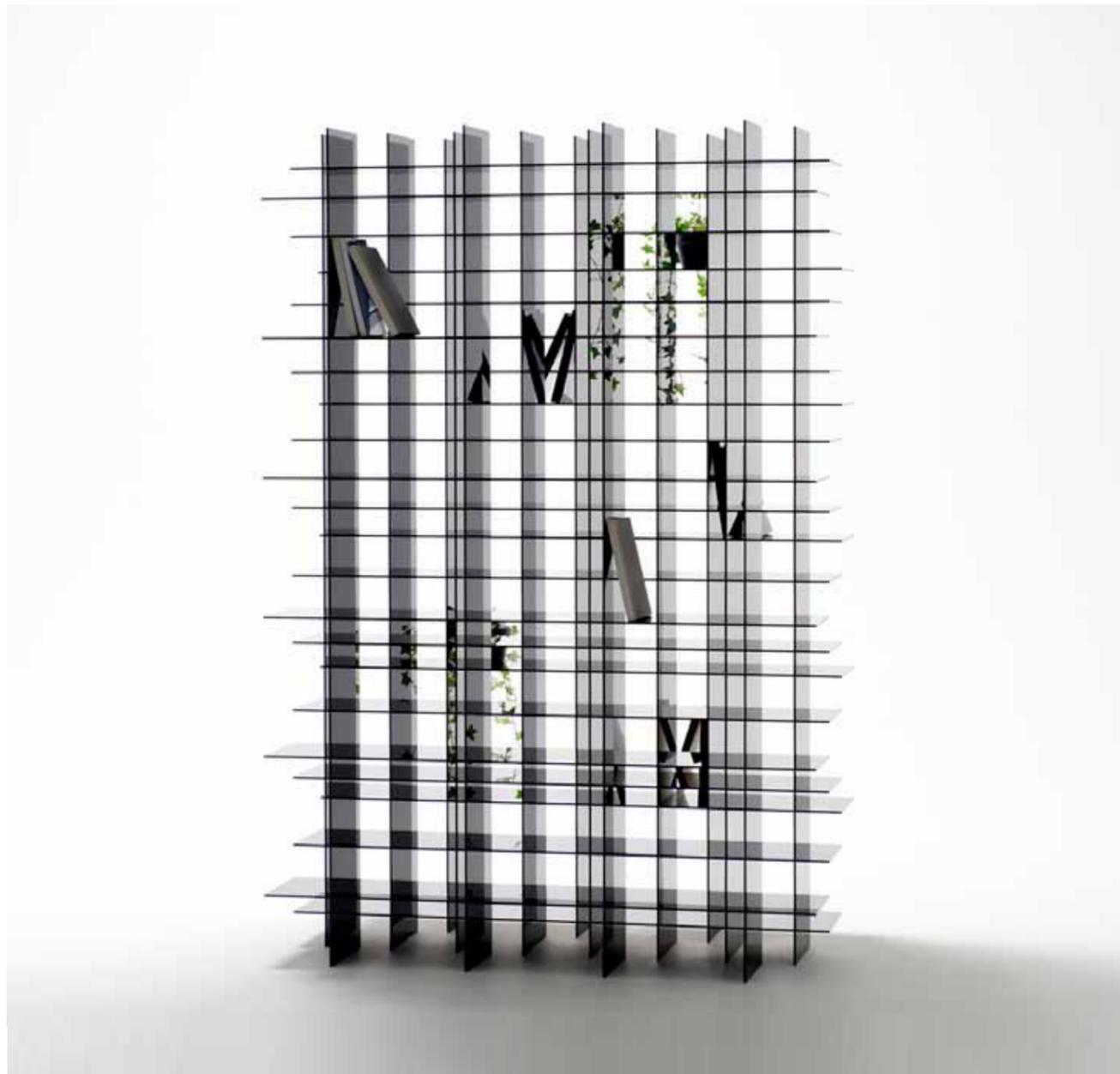


PRESS RELEASE

nendo / 10 DAYS / 10 SHELVES

10 - 19 OCTOBER 2011

PRIVATE VIEW / 13 OCTOBER / 6 - 8 PM

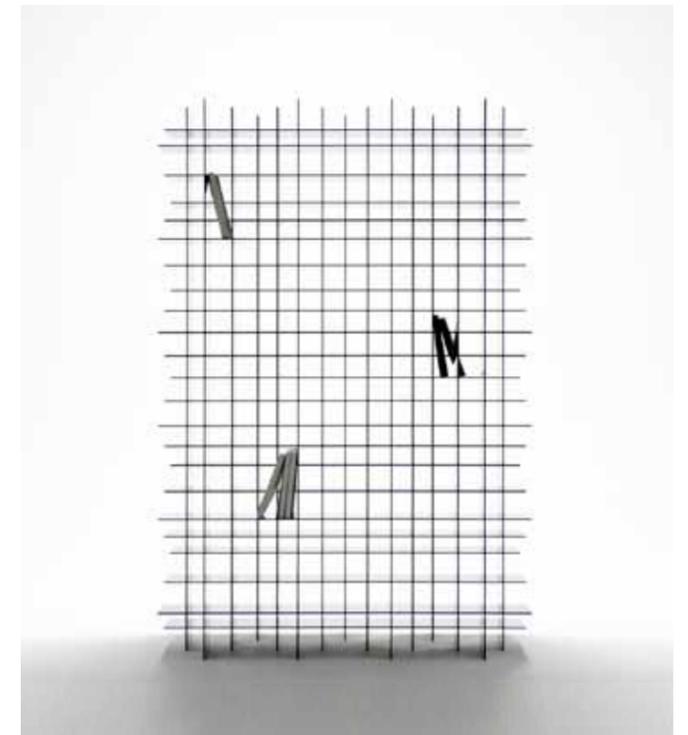


Carpenters Workshop Gallery is pleased to announce a pop-up installation by the Japanese collective nendo, during London's Frieze week in October.

Following the most recent success of nendo's commission for the High Museum in Atlanta over the summer exhibition "Modern by Design" to complement the MoMA Design Exhibition, and their first UK solo show at the Saatchi Gallery supported by Phillips de Pury last year; "10 Days / 10 Shelves" is a sneak preview of the entire body of work that is currently being created for our collection. The exhibition will consist of a labyrinth of 10 Scatter Shelves at the gallery.

Minimal, yet continually practical, nendo launches their latest design by creating a new paradigm of aesthetic discourse. The starring role is an entirely sculptural, and certainly functional, bookcase composed of 5 mm black acrylic shelves in a grid formation, stacked in three different and slightly displaced planes. The resulting effect from even just one single edition creates a strong visual illusion that seems as if the objects placed on the shelves are caught in a spider web. With a slight step to the side, when viewed at an angle, the glossy acrylic face creates a series of reflections within the shelves, illusively generating a transparency from the actual opaque consistency of the acrylic medium.

This labyrinth of three-dimensionality brings a sense of height, depth and movement to the space through its intangible perception. The diffused reflections caused by the surfaces' shine and form also separate and scatter the view behind the shelving unit, creating a completely kaleidoscopic effect.



Established in 2002 and led by Oki Sato, nendo is internationally recognized and renowned, earning more than 20 design awards for its simple and functional, yet striking and playful work in interiors, furniture, product design, graphics and architecture. nendo's work can be found in the permanent collections of (selection):

- / 21_21 Design Sight/Issey Miyake, Tokyo, Japan
- / Cooper-Hewitt National Design Museum, New York, NY
- / Design Museum Holon, Holon, Israel
- / The Israel Museum, Jerusalem, Israel
- / High Museum of Art, Atlanta, GA
- / Lake St. Louis Historical Society, Montreal, Canada
- / Mondriaan Foundation, Netherlands
- / Musée des Art Decoratifs, Paris, France
- / Museum of Modern Art, New York, NY
- / Museum of Arts and Design, New York, NY
- / Museum of Fine Art, Houston, TX

The exhibition continues: 10 November - 17 December / Friedman Benda / New York

Press Inquiries / High resolution images available upon request.

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Images courtesy of Friedman Benda / nendo