

Storefront for Art and Architecture

FOR IMMEDIATE RELEASE

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Measure

August 14th, 2015 – September 12th, 2015

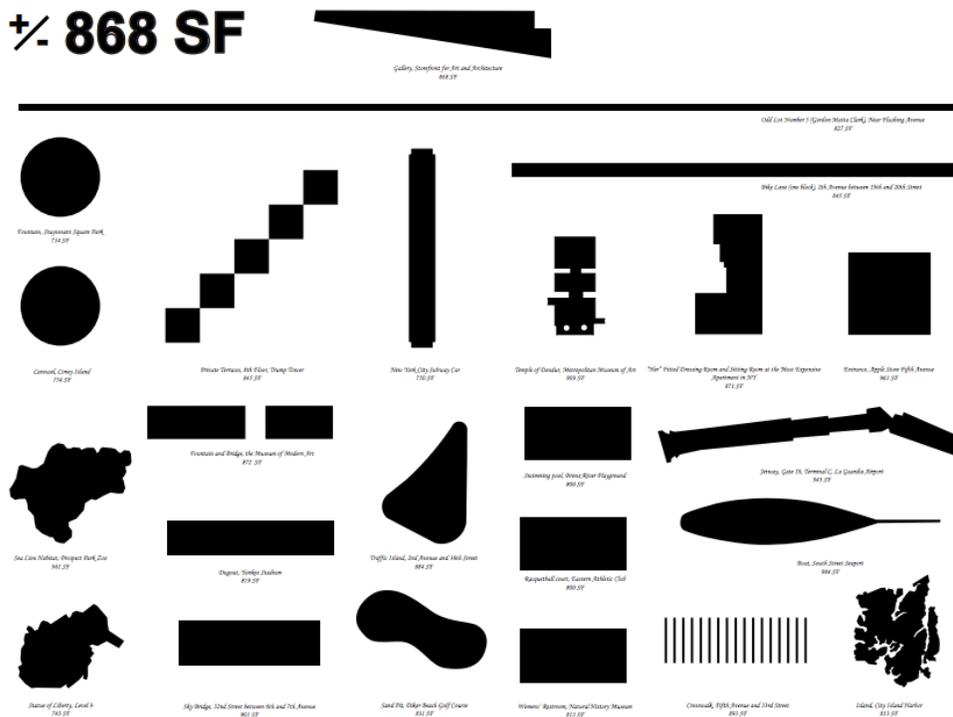
August 13th Exhibition Opening:

Press and Members' Preview: 6 to 7 pm

Opening Reception: 7 to 9 pm

#measurestorefront @storefrontnyc

+/- 868 SF



“Aesthetics/Anesthetics,” 2012. Interboro Partners, +/- SF. Storefront for Art and Architecture.

New York, NY -- To measure, to quantify the physical and intangible dimensions of a place, is to articulate facts in order to construct values. The pleasure and pressure to measure and be measured has become increasingly present in contemporary life. Access to growing data sets and new sensing technologies is widespread, and the role of public and private domains of information and space are being redefined.

On Thursday, August 13th, Storefront for Art and Architecture opens *Measure*, an exhibition of 30 drawings by 30 international architects presenting 30 edifices of thought. Drawings are of Storefront for Art and Architecture's gallery space on 97 Kenmare Street in New York. The exhibition will include original works by emerging and renowned voices such as:

The Architecture Lobby
Barozzi / Veiga
V́ctor Enrich
Fake Industries Architectural Agonism (Urtzi Grau, Cristina Goberna) and Georgia Jamieson
FIG Projects
FleaFollyArchitects
Formlessfinder
Michelle Fornabai
Grimshaw Architects
Steven Holl
Bernard Khoury
Kohn Pedersen Fox Assoc.
KUTONOTUK (Matthew Jull + Leena Cho)
Erika Loana
Jon Lott / PARA Project
MAIO
m-a-u-s-e-r (Mona Mahall + Asli Serbest)
MILLIØNS (John May + Zeina Koreitem)
Nicholas de Monchaux
Anna Neimark and Andrew Atwood / First Office
pneumastudio (Cathryn Dwyre + Chris Perry)
+ POOL
James Ramsey, RAAD Studio
Reiser + Umemoto
Mark Robbins
Selldorf Architects
Malkit Shoshan
Nader Tehrani / NADAAA
Urban-Think Tank
Anthony Titus
Ross Wimer
James Wines

The process of creating standards and guidelines of representation allows innovation to enter the realm of the establishment. What can be measured can be capitalized, historicized, and sold.

While architectural representation conforms to a system of standards and guidelines that allows for the production of buildings, architecture is also the practice of giving form to thought. In the process of creating edifices that house social, political, and spatial

relations, architects make visible the functions of society in operational and aspirational terms. In this sense, architecture is constantly innovating new forms of measurement and representation. The 30 drawings presented at Storefront unveil the challenges of representation and extrapolate them onto the architect's table and the gallery walls.

The third iteration of Storefront's drawing show seeks to find measures, resist measurement, and measure the immeasurable by presenting from the real to the fictional and from the functional to the symbolic. *Measure* positions the medium and the act of drawing as a process by which we seek coherence in data and representation, and shows that it is the *making* of facts that is the basis for the production of futurity beyond existing norms.

ON THE FACADE

As part of the exhibition, and on display on the facade gallery walls, Storefront has invited artists to present a series of works that use data to measure and construct new territories and architectural forms. Works range from sculptural to cartographic and from physical to digital.

Participants include:

+ POOL

CartoDB

Ekene Ijeoma

Citygram: The Hong Park, Evan Kent, Sean Lee, Min Joon Yoo

Giorgia Lupi + Stefanie Posavec

Landscapes of Profit (Dan Taeyoung, Caroline Woolard, Chris Henrick, John Krauss)

Exhibition Opening:

August 13th, 7 to 9 pm: Free and open to the public. Press and members' preview at 6 pm.

To attend the press preview or review the exhibition, contact Jinny Khanduja at [212.431.5795](tel:212.431.5795) or jk@storefrontnews.org.

About Storefront for Art and Architecture

Founded in 1982, Storefront for Art and Architecture is a nonprofit organization committed to the advancement of innovative positions in architecture, art and design. Our program of exhibitions, events, competitions, publications, and projects generates dialogue and collaboration across geographic, ideological, and disciplinary boundaries.

General Information:

Storefront for Art and Architecture

Gallery Address: 97 Kenmare Street, New York, NY 10012

Phone: (212) 431-5795

Hours: Tuesday - Saturday, 11 am - 6 pm

www.storefrontnews.org

In conjunction with "Measure," CartoDB will host a competition for data visualizations to be displayed at the Storefront gallery during the exhibition. A monetary prize will be offered to the winning submission.

Visit CartoDB's website to learn more about the competition:

<http://go.cartodb.com/insight-competition#criteria>

Submit a project:

<https://cartodb.wufoo.com/forms/insight-a-data-and-design-competition-submissions/>



CARTODB

General support for Storefront's exhibition and programs are made possible by Arup; F.J. Sciame Construction Co., Inc.; the Foundation for Contemporary Arts; The Greenwich Collection Ltd.; the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature; public funds from the New York City Department of Cultural Affairs in partnership with the City Council; The Peter T. Joseph Foundation; and by Storefront's Board of Directors, members, and individual contributors.

State of the Arts



NYSCA

