

Press Release

**Serpentine Galleries and Maharam
present *Pasted* at la Rinascence for
Salone del Mobile 2015**

14 – 20 April 2015

la Rinascence, Piazza Duomo, Milan

For the second year, Serpentine Galleries will collaborate with la Rinascence on a special commission for the department store's eight storefront windows during the 2015 Salone del Mobile. *Pasted* is a preview exhibition devised by design curator Libby Sellers to mark the launch of the Maharam Serpentine Galleries Wallpaper Collection by artists, architects and designers in May 2015.

This inaugural wallpaper collection comprises thirteen patterns by seven contributors, including artists John Baldessari (b.1931, United States), Marc Camille Chaimowicz (b. 1947, France), Rosemarie Trockel (b. 1952, Germany), Lawrence Weiner (b. 1942, United States) and Ai Weiwei (b. 1957, China), as well as architects SANAA (est. 1995, Japan) and Toyo Ito (b. 1941, South Korea). Additional wallpapers by Etel Adnan, Kerstin Brätsch, Beatriz Gonzalez, Raqs Media Collective and other artists are set to follow.

The history of artists' wallpapers is significant, with notable contributions by Matisse, Miro, Warhol and Calder. The installation at la Rinascence, inspired by Maharam's historic affiliation with Broadway, will include three specially commissioned and filmed dances choreographed by Malgorzata Dzierzon that both incorporate the wallpapers while offering a conceptual response to them. Screened in the windows, the films will complement a series of site-specific installations by emerging set designers and paper sculptors, including Lydia Shirreff, Anna Lomax and Carrie Louise, that respond to the artists' wallpapers.

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Julia Peyton-Jones, Director, and Hans Ulrich Obrist, Co-Director, Serpentine Galleries, said:

"The Serpentine continually explores how to present art, architecture and design in new ways. *Pasted* represents a unique opportunity to temporarily transform la Rinascente into an extension of our Galleries."

Alberto Baldan, CEO of la Rinascente, said:

"Design, art and dance are an intriguing and extensive mix of different art forms that we are proud to host at la Rinascente in partnership with the Serpentine Galleries. Unconventional viewpoints and innovative worlds come together to create opportunities for growth for us all. It is amazing that our store windows will become an exhibition space where designer wallpaper becomes both art and the silent backdrop for moving projections. The quintessential element that completes this fusion is the creative input of young emerging talents who we aim to support as they build their careers. At la Rinascente, we are nearing our 150th anniversary and these artistic fusions have always been an integral part of our DNA."

Michael Maharam, CEO of Maharam said:

"Maharam is pleased to join the Serpentine Galleries and la Rinascente in bridging art and design and making the work of this esteemed cross-disciplinary group of collaborators broadly available."

Pasted follows 2014's *In a State of Repair*, an installation that expanded upon Martino Gamper's Serpentine exhibition *design is a state of mind*. la Rinascente's storefront windows were filled with different objects, including accessories, shoes, books, toys, electronics, clothing, chairs and bicycles, as they underwent varying processes of repair. Members of the public were invited to bring their broken objects to Gamper: the designer saw his installation as a way of allowing consumers to witness the highly skilled process of fixing things, which is ordinarily missed when goods are sent away for repair.

Notes to editors:

The Serpentine comprises two contemporary art galleries situated on either side of the Serpentine lake in the heart of the Royal Park of Kensington Gardens in central London. The Serpentine Gallery and the newly opened Serpentine Sackler Gallery, designed by Zaha Hadid Architects, present world-renowned exhibitions of art, architecture and design throughout the year with free admission. serpentinegalleries.org

la Rinascente features a prestigious collection of stores, offering the best in fashion, accessories, beauty, home, design and gourmet foods. It has 11 stores in Italy, all located in the very heart of principal cities, and a renowned department store, Illum, in Copenhagen. With its history spanning more than a century, la Rinascente combines a rich heritage with its cutting-edge and avant-garde vocation, boasting a wide range of products that represent not only the best of Made-in-Italy but also the most coveted brands from all over the world. Everything at la Rinascente is designed to inspire and amaze and to constantly exceed customers' expectations in order to create a unique and rewarding shopping experience. la Rinascente is also known as the place 'where things happen', the hot spot for exclusive events, celebrity appearances and designer launches. rinascente.it

Maharam, founded in 1902, is North America's leading creator of textiles for commercial and residential interiors. Recognised for its rigorous and holistic commitment to design, Maharam embraces a range of disciplines from product, graphic and digital design to art and architecture. Maharam is the recipient of Smithsonian's Cooper-Hewitt, National Design Museum Design Patron Award. Maharam textiles are in the permanent collections of the Art Institute of Chicago, the Museum of Modern Art in New York and the Stedelijk Museum in Amsterdam, among others. maharam.com

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