

FRAME

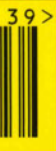
THE INTERNATIONAL MAGAZINE OF INTERIOR ARCHITECTURE AND DESIGN > JUL/AUG 2004



**Yohji
Yamamoto:
'Are you
crazy?'**

**Ron Arad:
'Yes. Is
that good
or bad?'**

**Yamamoto:
'Good.'**



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Belgitudes: The Architect as Troubleshooter
Postcards From Milan
Guerrilla Tactics by Comme des Garçons

EU €15 UK £11 Canada \$29.50 Japan ¥2,940 Korea WON35,000 Printed in the Netherlands

DETAIL 07

Light Reading

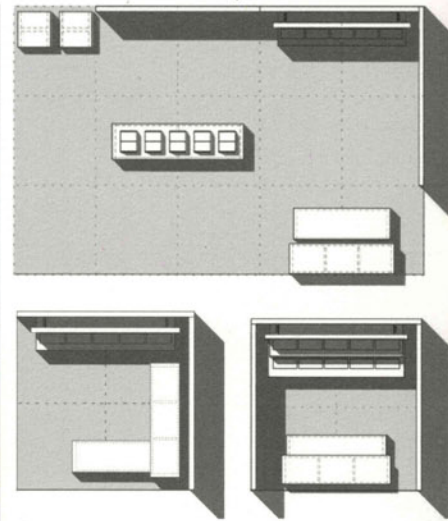
Art & Auction, the collectors' magazine, has been turning heads with a modular exhibition stand designed by London-based practice Borgos Dance. Typically, art-fair exhibitors either construct one-off stands that end up in the bin or decorate standard units provided by the organizers. *Art & Auction*, however, now has an eye-catching, reusable, expandable stand from which to present a single, recognizable brand. The palette and arrangement of materials are equally simple. A configuration of horizontal and vertical units in black, white and grey creates a neutral backdrop of elegant simplicity. A 2-x-2-metre core accommodates

logo, magazine racks, lighting, shelving and storage. This central element, already seen at fairs in Basel and Miami, can easily be reconfigured and expanded – with the addition of opal-white wall panels and extra floor slabs made of granulated rubber – to cover a space 16 metres square. Units are stored with the manufacturer in Stuttgart and shipped in flat-packs as needed. Simon Dance, who founded the design studio with partner Etienne Borgos, describes the stand as 'temporary architecture'. Wall panels 6 centimetres thick feature an aluminium honeycomb structure faced in lacquered MDF for a robust

look, whereas the LED logo that glows through a brushed aluminium wall is something more likely to be encountered in a semi-permanent retail environment. *A&A* managing director Antonia Hawke believes the stand has fellow exhibitors worried. 'I know for a fact,' says Hawke, 'that one or two other people are thinking about how to compete with this.' Borgos Dance has also designed a mini-stand that fits into a suitcase and weighs just 12 kilos.

David Littlefield

Photography by Romeo Mori and Andreas Körner



Alternative layout configurations.

