

FRAME

THE GREAT INDOORS

FRAME #59
NOV/DEC 2007

€19.95 EU
£14 UK
CHF 30 Switzerland
\$24.95 USA
\$29.50 Canada
¥3,570 Japan
₩40,000 Korea

SHOP WINDOWS

TRADE-FAIR STANDS

-14-54

EXHIBITIONS

03-09

-09-15

15-30

FASHION SHOWS



05-12

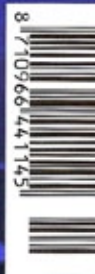
CUERRILLA STORES

TICK TOCK

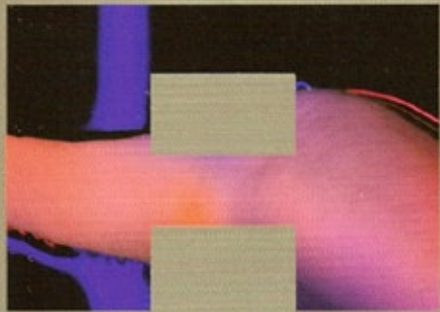
INSTALLATIONS

SPACES SOON
TO VANISH

STAGE SETS



FOUR



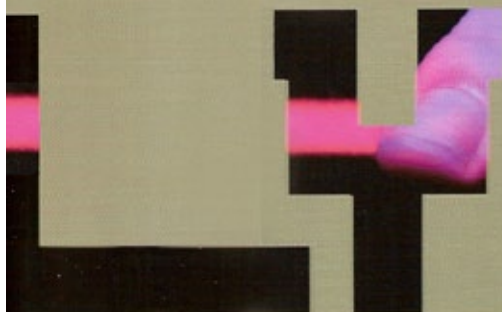
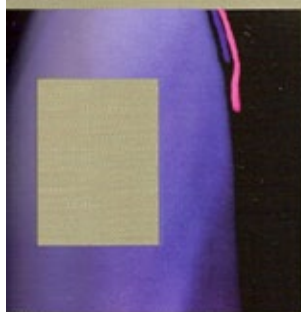
LIMITED

TIMES



YEARS -
MONTHS -
WEEKS -
DAYS -
HOURS -
MINUTES -
SECONDS

Some environments are designed for a fixed period of time. A fashion show lasts a matter of minutes, a dance or play may take an hour, trade-fair stands are removed after a week, an installation or pavilion may survive a few months and some shops open for a year, then close forever. Temporary structures one and all. Designers respond accordingly. In their choice of materials and method of construction, in making structures that one can dismantle quickly and re-erect elsewhere, in enabling the visitor or observer to experience spaces sequentially, as in a film. This is the world of fleeting impressions and of things designed not to last.





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Sit & Snack:
Mark Reigelman's
Stair Squares
was inspired by
the designer's
observance of
New Yorkers
using stairs as
impromptu seating.

Cascading down the steps of New York's Brooklyn Borough Hall from the 17th to the 26th of August, design Mark Reigelman's Stair Square - blue, L-shaped structures, each fabricated from two pieces of powder-coated mild steel, bent and welded together - provided passers-by with perfect table for impromptu lunch dates, alfresco style. By addressing the tendency of people to use the steps of public buildings as meeting points, Reigelman hoped the installation would reflect the potential for a synergistic relationship between social interaction and public spaces. Responding to sociological research suggesting that, in America, leisure activities such as relaxing and socializing are on the decline, Reigelman believes the role of artists and designers is 'to transcend the social barriers in the places that people do spend

their time'. He continues: 'Seeking a combination of utility, aesthetics and concept - strategically and sensitively integrated within the public domain - will offer social capital as its most valuable by-product.' Even those without time to sit could appreciate Reigelman's installation, which rejuvenated the monumental backdrop - more likely to feature pigeons than pieces of sculpture - with an arbitrary grid of colour. Referring to the steps, a stretch of approximately 28 m, as his 'front porch', Brooklyn Borough president Marty Markowitz welcomed the colourful intervention with these words: 'We're thrilled that Mark Reigelman will be giving our beautiful building's classical grandeur a little bit of modern moxie.'

Words Clare Lowther
Photos courtesy of Mark Reigelman

