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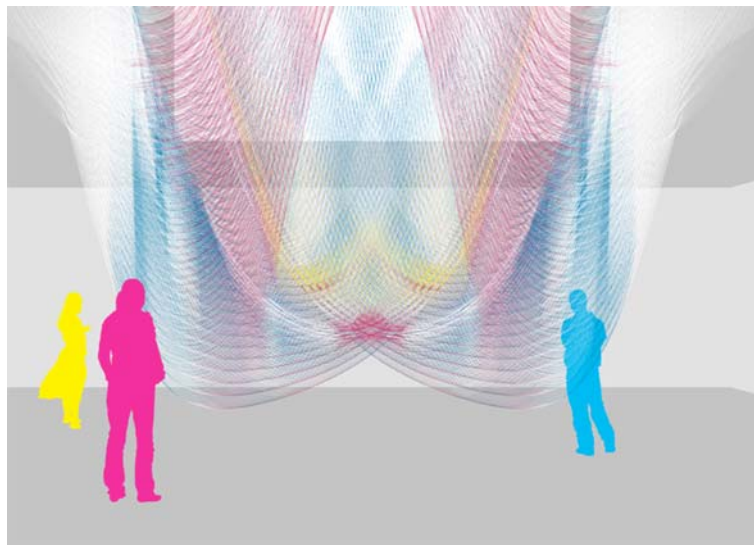
Thursday, June 25, 2009

## MOCA PRESENTS AMBITIOUS NEW SITE-SPECIFIC INSTALLATION BY BENJAMIN BALL AND GASTON NOGUES

*Feathered Edge: A New Installation by Ball-Nogues Studio*

July 26–November 15, 2009

MOCA Pacific Design Center



Ball-Nogues Studio, rendering of *Feathered Edge: A New Installation by Ball-Nogues Studio* at MOCA Pacific Design Center, 2009, courtesy of Ball-Nogues Studio

**West Hollywood, CA**—The Museum of Contemporary Art, Los Angeles (MOCA), presents *Feathered Edge: A New Installation by Ball-Nogues Studio*, on view **July 26 through November 15, 2009, at MOCA Pacific Design Center**. In this site-specific installation by the innovative Los Angeles-based design and fabrication firm led by **Benjamin Ball** and **Gaston Nogues**, over 21 miles of colored strings configured in catenary curves span the gallery space to form a dynamic sculptural environment. Curated by Brooke Hodge and coordinated by MOCA Curator Alma Ruiz, *Feathered Edge* underscores the artists' continuing investigation of the convergence of digital technology and hand-craft techniques, as well as their interest in automated design processes and fabrication and in transforming space using unconventional methods and materials.

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The third in a series of projects that the designers loosely refer to as “Suspensions,” *Feathered Edge*, the studio’s ambitious site-specific installation, is comprised of colored strings suspended as catenaries from the gallery’s double-height skylight. Each string is calculated to a slightly different length and is attached by hand to a printed mesh using a method inspired by the traditional craft of latch-hook rug making. The Suspension installations evolved out of a desire to modulate space without utilizing solid forms. To accomplish this, the artists design both the installation and the means to produce it in an approach that they call “designing the production.” Recognizing the limitations of conventional architectural design software, they worked with a software developer to create custom parametric modeling tools that enable them to explore spatial configurations utilizing catenaries. The software allows the designers to study the qualities of the installation, then simultaneously calculates the length, location, and color configuration for each string that is required to construct their desired form in a specific space. In the previous two Suspension installations, *Echoes Converge* (2008) and *Unseen Current* (2008), each string was cut by hand in preparation for hanging. For *Feathered Edge*, the artists mechanized the process of coloring and cutting the lengths of string by designing and fabricating a programmable machine that precisely air brushes and quickly cuts each string to the prescribed length. In the artists’ own words, “We can now make something much more intricate that has more potential content. We can work faster and more efficiently in the fabrication phase so we can spend more time refining and studying the design, insuring it produces the desired atmosphere and experience.”

## ABOUT THE ARTISTS

Ball-Nogues Studio is an integrated design and fabrication practice that creates experimental built environments to enhance and celebrate the potential for social interaction through sensation, spectacle, and physical engagement. To achieve these results, principals Benjamin Ball and Gaston Nogues work with unusual materials, develop new digital tools, and apply architectural techniques in unorthodox ways. The partners share an enthusiasm for the fabrication process as it relates to the built object both physically and poetically—they let the properties, limitations, and economic scenarios associated with a material guide a structure’s ultimate form while developing methods to extend the intertwined boundaries of a material’s aesthetics, physical potential, and lifecycle.

Ball-Nogues Studio’s past projects include *Echoes Converge*, created for the Venice Architecture Biennale (2008); an installation at the Coachella Valley Music and Arts Festival (2008); the competition-winning *Liquid Sky* installation for P.S. 1 Contemporary Art Center’s Young Architects Program (2007); the exhibition *Rip Curl Canyon* for Rice Gallery (2007); a commissioned environment for MOCA’s *Skin + Bones: Parallel Practices in Fashion and Architecture* Opening Night Fête (2006); *Maximilian’s Schell* at Materials & Applications in Los Angeles’s Silver Lake neighborhood (2006), and an installation for the launch of Frank Gehry’s collection for Tiffany & Co. (2006). Recently they completed the interior of Edward Cella Art + Architecture in Los Angeles. Current projects include a wildlife observation pavilion in New York as well as art projects for the City of Santa Monica; Los Angeles County; and Mercy Housing, San Francisco. Their work will be included in the exhibition *Contemplating the Void* at the Solomon R. Guggenheim Museum, New York, in February 2010, and in an installation at the Indianapolis Museum of Art in spring/summer 2010.

*Feathered Edge: A New Installation by Ball-Nogues Studio* is made possible by endowment support from The Ron Burkle Endowment for Architecture and Design Programs. Major support is provided by The MOCA Architecture & Design Council and the City of West Hollywood Arts and Cultural Affairs Commission. The exhibition is sponsored by Dwell. Additional support is provided by Environment. Generous support for MOCA Pacific Design Center is provided by Charles S. Cohen.

## RELATED EVENTS

### Art Talks

These informal discussions of current exhibitions feature artists, curators, critics, writers, and other arts professionals. Unless otherwise noted, talks take place in the exhibition galleries, attendance is free with museum admission, and reservations are not required.

**INFO** 213/621-1745 or [education@moca.org](mailto:education@moca.org)

### SUNDAY, JULY 26, 3pm—MOCA Pacific Design Center

On the occasion of the opening of the exhibition, **Benjamin Ball** and **Gaston Nogues** discuss their site-specific installation and the process behind its conception and execution.

**FREE**

Art Talks are made possible by The Times Mirror Foundation Endowment, Good Works Foundation, and the Department of Cultural Affairs, City of Los Angeles.

### First Sundays are For Families Workshop

These hands-on, artist-led workshops are **FREE** for families with children ages five and up. Teens can drop in any time from 1–3:30pm, take a guided tour, and participate in artist-led workshops with their friends. No reservations required.

**INFO** 213/621-1765 or [fflores@moca.org](mailto:fflores@moca.org)

### SUNDAY, NOV 1, 1–3:30pm—MOCA Grand Avenue

The dynamic design duo of **Benjamin Ball** and **Gaston Nogues** join First Sundays are For Families on Grand Avenue to engage families and their friends in “WHAT'S UP?,” a far-out installation project for all ages. Teens are welcome to drop in any time from 1–3:30pm, take a guided tour, and participate in an artist-led workshop with their friends.

First Sundays are For Families is presented by Bank of America. Generous support is provided by the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission and the Department of Cultural Affairs, City of Los Angeles.

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### MOCA—Celebrating 30 Years as the Nation's Leading Contemporary Art Museum

Founded in 1979, The Museum of Contemporary Art, Los Angeles (MOCA), has achieved astonishing growth in its brief history—with three Los Angeles locations of architectural renown; more than 17,000 members; a permanent collection of nearly 6,000 works international in scope and among the finest in the nation; hallmark education programs that are widely emulated; award-winning publications that present original scholarship; and groundbreaking monographic, touring, and thematic exhibitions of international repute that survey the art of our time. MOCA's mission is to be the defining museum of contemporary art. MOCA is a private not-for-profit institution supported by its members, corporate and foundation support, government grants, and admission revenues. MOCA Grand Avenue is open 11am to 5pm on Monday and Friday; 11am to 8pm on Thursday; 11am to 6pm on Saturday and Sunday; and closed on Tuesday and Wednesday. General admission is \$10 for adults; \$5 for students with I.D. and seniors (65+); and free for MOCA members, children under 12, and everyone on Thursdays from 5pm to 8pm, courtesy of Wells Fargo. MOCA Pacific Design Center is open 11am to 5pm Tuesday through Friday; 11am to 6pm on Saturday and Sunday; and closed on Monday. Admission to MOCA Pacific Design Center is always free. The Geffen Contemporary is open whenever there are appropriate exhibitions for that space. For 24-hour information on current exhibitions, education programs, and special events, call 213/626-6222 or access MOCA online at [moca.org](http://moca.org).