



DESIGN LAB at PDC

Opening: Thursday, January 17, 5:00 - 8:30 PM

Tour: 7:00 PM. Meet at Wharton+Espinosa Gallery (B275)

Pacific Design Center

Blue Building, 2nd Floor

8687 Melrose Avenue

West Hollywood, CA 90069

www.pacificdesigncenter.com

The Pacific Design Center is pleased to announce a new name for its arts program - **DESIGN LAB at PDC**, addressing the PDC's emergence as a site for public engagement that transcends and interconnects the art and design community within a range of cultural practices spanning the globe. Design Lab at PDC, directed by curatorial advisor Helen Varola, will be increasingly two-way rather than presentational, engaging in ambient and inventive participation with artists and designers, promising to further transform its bricks and mortar to endlessly transformable content.

Please join us on Thursday, January 17 for the opening of fourteen new exhibits on the second floor of the Blue Building. A tour is scheduled at 7:00 PM and leaves from Wharton + Espinosa Gallery (B275, near the Melrose escalator).

Highlights include the debut launch of **Joakim Andreasson's cultureEDIT**, presenting *The New Modern Hair* by **Silvia Prada**, one of Spain's most prominent contemporary illustrators who has exhibited at MOCA, Shanghai, Deitch Projects and galleries worldwide.

At **Industry Gallery**, LA-based architect **Elena Manferdini**, whose practice embraces all topologies from fashion to interiors and who will participate in MOCA's upcoming ***A New Sculpturalism: Contemporary Architecture From Southern California***, has created an immersive 3,500 square foot site-specific installation, ***Eye Candy***, and **Mathias Bengtsson**, who was named 2012 Design Innovator by *Architectural Digest* and whose work was recently acquired by MoMA, New York, makes his West Coast debut.

On view in the Blue Lobby is an installation by **Will Ryman**.

MOCA Pacific Design Center presents **Ben Jones: *The Video***, the West Coast solo debut of the artist's work through February 24. The exhibition features new videos and paintings that build upon the artist's previous work using the extracted and abstracted forms of technology and pop symbols of our time to create irreverent, surrealistic, and introspective narratives and environments, often defined by their kaleidoscopic arrays of day-glo colors. With a fluid sense of material, Jones has worked with traditional art media like painting, drawing and sculpture, but also animated music videos, produced zines and costumes, furniture and web art, cartoons and music.

DESIGN LAB at PDC includes the following galleries and exhibitions:

ANOTHER YEAR IN LA (B267)

Photography 2013

www.anotheryearinla.com

ART-MERGEILAB (B257)

Ching Ching Cheng: *Transverse*

www.art-merge.com

cultureEDIT (B255)

Sylvia Prada: *The New Modern Hair*

www.culture-edit.com

HERE IS ELSEWHERE (B222)

Courtesy - Los Angeles

Curated by Isabelle Le Normand

www.hereiselsewhere.com

HUDSONILINC (B215)

Pieced, Placed, Pastiched: Arranged Art

Curated by Nick Lisica and Steven Wolkoff, Jaime Becker, Michael Carter, Paul Guillemette, Tm Gratkowski, Olga Lah, Constance Mallinson, Cynthia Minet

www.hudsonlinc.com

INDUSTRY GALLERY (B231/B270)

Elena Manferdini: *Eye Candy*

Mathias Bengtsson: *Spun*

www.industrygallerydc.com

LA PRINT SPACE (B273)

Man, Machine, Nature

www.laprintmakers.com

MICUCCI ARTE (B208/B209)

www.micucciarte.com

THE PROSPECTUS (B266)

Paper

Chad Atti, Brad Eberhard, Doug Harvey, Roger Herman, Steve Schmidt, Mira Schnedler
www.theprospectusla.com

Will RYMAN: SIGNATURE

Blue Lobby

www.paulkasmingallery.com

SEE LINE GALLERY (B274)

Blended

Nathan Bell, Brian Butler, Corey Fogel, Tito Fuentes, Dave Muller, Brian Roettinger, Eddie Ruscha, Yasmin Than

www.seelinegallery.com

WHARTON+ESPINOSA (B275)

Gean Moreno and Ernesto Oroza

www.wharton-espinoza.com

YOUNG PROJECTS (B230/B210)

Michael Haussman

www.youngprojectsgallery.com

ABOUT DESIGN LAB at PDC

Design Lab at PDC (formerly Design Loves Art) provides a platform to explore art that addresses the design center's unique context of interior design, spanning a variety of disciplines and media. Exhibition space as well as site-specific commissioned work is considered for artists and curators upon invitation. For further program information please visit www.pacificdesigncenter.com. Design Lab at PDC is conceived and directed by New York-based curator Helen Varola and made possible by the generous support of Charles S. Cohen, collector and museum trustee at MOCA at the Pacific Design Center.

In 2012, exhibits at the PDC received critical acclaim in several art publications including *Art in America*, *Artforum* (Critic's Pick) the *LA Times* and *Flash Art*. Throughout the year, galleries were invited to participate in important international art fairs and events such as *Salone*, *Design Miami*, *Art Dubai*, *Pacific Standard Time*, *Art Los Angeles Contemporary*, and *ArtPlatform*. The PDC also hosted on-site performances by songwriter Sam Shelton, award-winning choreographer Stephan Koplowitz, an exhibition by renowned graphic designer, Paula Scher and projects by noted artists Eli Langer, Michelle Grabner, Marco Brambilla, Iva Gueorguiva, and Jens Praet among others.

Design Lab at PDC is located on the second floor of the Blue Building and most galleries are open Monday - Friday from 11:00 - 6:00 PM or by appointment on Saturday. Enter Pacific Design Center's Blue Building on Melrose and use the escalators or elevators to the second floor.

For private appointments after hours or on weekends, please enter from the garage or San Vincente entrance and PDC's concierge will direct you to the gallery. Valet, garage, and street parking is available and complimentary parking for press is available by calling one day in advance at 310-360-6417.

MOCA Pacific Design Center is open 11:00 - 5:00 PM, Tuesday - Friday; 11:00 - 6:00 PM on Saturday and Sunday; and closed on Monday. Admission to MOCA Pacific Design Center is always free.

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Image: Elena Manferdini, *Eye Candy* [rendering 2012], Courtesy Industry Gallery