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**Daniel González**

**Imaginary Country**

ephemeral architecture

site-specific installation along streets and in public spaces, Milano-Lambrate

*on view from September 19th, 2017, duration three months*

*#Lambrate365 #ImaginaryCountry #DanielGonzález #architetturaeffimera*

The **no-profit association Made in Lambrate** is pleased to present "Imaginary Country", site-specific ephemeral architecture installation by Argentina-born and New York-based artist Daniel González. "Imaginary Country" is a semantic ephemeral architecture made with "pasacalles", a traditional communication system from Argentina, where private messages are taken to public sphere with hand painted words on street banners.

On social networks, the presence of a hashtag seals the existence of its content, whether real or not. Just a # is enough to turn each word into a #readymade #reality. In Lambrate, Milan, the exchange between social networks and reality tightens. "Imaginary Country" by Daniel González takes this virtual labelling practice into the physical world, in the streets and public spaces of Lambrate. Suddenly a square, the sea and a skyscraper become "certified" and acquire shared meanings. Hand painted words on street banners will be hanging across Ventura, Flaminio, Conte Rosso, Oslavia, delle Rimembranze streets. Words express a potential thought and, at the same time, they are the abstract of a poetical concept.

In González's installation, words are defining their physical context, where the artist envisions a poetic, subtle and subconscious imaginary framework. "Imaginary Country" invites passers-by to wish into existence anything absent from their neighbourhood by using one's own imagination, i.e. the oldest form of virtual reality.

In an ongoing dialogue with the urban context of Lambrate which started with "Homeless Rocket with Chandeliers" in 2007, followed by several collaborations during Milan Design Week, González is once again inspired by the common imaginary associated with the post-industrial and creative neighbourhood.

The site-specific installation "Imaginary Country" will be on view for three months and will be re-installed later in spring 2018 as part of a cultural project developed by the association Made in Lambrate.

#### **General info**

Associazione Made in Lambrate

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#### **Press**

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## Where: Lambrate, Milan

Lambrate is a historic neighbourhood strictly associated with its intense XX Century industrial past. From traditional Faema Italian coffee machines to Innocenti motorcycles, the area saw approximately 100 industrial sites and it represented high-quality Italian industrial production of national and international renown. With changing global dynamics and the relocation of industrial production in the late 70s, Lambrate redefined its identity as a melting-pot for creative industries in a wider sense, a place where concept, design, testing and production take place, from the idea to the final design object.

From the renowned Design Week to festivals, exhibitions and education projects throughout the year, Lambrate is a new frontier devoted to avant-garde creativity, art and design. The neighbourhood is home to designer and artist studios, graphic and communication agencies, architects, contemporary art galleries, urban planning labs and community based events. [Click to locate the district](#)

## Who: Made in Lambrate

As a no-profit organization established in 2014, Made in Lambrate aims at fostering the social, cultural and economic development of its neighbourhood. Focusing on culture, art and creativity as a trigger for social engagement, Made in Lambrate organizes cultural events, performances and shows in the district.

Its activity is supported by the municipality of Milan and its members. Made in Lambrate involves a wide range of operators, such as local schools, libraries, companies, individual volunteers and families, joining forces to raise awareness about the cultural specificity and identity of Lambrate, opening to partnerships with third-parties on both national and international level.

Made in Lambrate activities include the communication of yearly programming of contemporary art galleries, Saturdays community events for families, street art murals, urban planning labs and promoting Ventura Lambrate design fair during Milan design week. [www.madeinlambrate.com](http://www.madeinlambrate.com)

## Who: the artist Daniel González

Born in Argentina in 1963, Daniel González lives between New York and Verona (IT). His work results from researches into celebration rites and the constant boundary breaking of conventional categories. It takes the form of public projects, sequined banner-painting and wearable one-off pieces that are shown in high-impact performances. González creates irrational and energetic worlds, areas of freedom in which existing conventions collapse.

In 2007 Daniel González developed, in collaboration with artist Anna Galtarossa, two large-scale public projects. The first one, *Chili Moon Town Tour*, a utopic floating city, premiered in Chapultepec Lake in Mexico City, produced by Maco México and Jumex Foundation. The second one, *Homeless Rocket with Chandeliers*, was an installation centred on a crane 35 meters high in use on a building site, in Lambrate, Milan. While on service during the daily hours, it transformed itself into an artwork at sunset, turning on neon lights, smoke machines and alarms.

González continues his ephemeral architectures production with *Pop-Up Building* during Witte de With Festival in Rotterdam in 2010, *Pop-Up Museo Disco Club*, a sculpture-installation for El Museo del Barrio (NYC) Biennale in 2011, *Romeo's Balcony*, produced by ArtVerona art fair, Municipality Museums and repertory Theatre Teatro Nuovo, Verona. His most recent solo show took place at Valentina Bonomo Gallery in 2015. In this same year, González realized *Pop-Up Building Milan*, a public art installation for Marsèlleria permanent exhibition in Milan.



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The following year, the artist presented *Paper Building* a site-specific project that inaugurated the Foundation La Fabbrica del Cioccolato in Tessin, Switzerland. The installation was an ephemeral architecture on the facade of the former Cima Norma chocolate factory that made tabula rasa of its architectural history.

González exhibited also at Zabludowicz Collection in London, at Musée d'Art Contemporain de Bordeaux, at the Pinakothek der Moderne in Munich, in Viafarini gallery (Milan), at Neuer Kunstverein in Aachen, at the Second Prague Biennale and at Manifesta 7 Trient/Bozen, Valentina Bonomo Gallery (Rome), Spencer Brownstone (NYC), Studio La Città (Verona, IT) and Diana Lowenstein Gallery (Miami). His works are included in several private collections, among them the Zabludowicz Collection, London, Fondation pour l'art contemporain Claudine et Jean-Marc Salomon (France), Luciano Benetton (Venice, Italy), Patrizia Pepe (Prato, Italy). [www.daniel-gonzalez.com](http://www.daniel-gonzalez.com)