



The Horticultural Society of New York

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For Immediate Release:

WORK ARCHITECTURE COMPANY

SUR LES PAVÉS LES FERME!

July 10 – September 5, 2008

Opening reception for the artists: Thursday July 10, 6 to 8:30pm

The Horticultural Society of New York is pleased to present its first exhibition featuring architecture as part of its continuing exhibition program featuring art that investigates horticulture. As part of WORK Architecture Company's concurrent outdoor installation, PUBLIC FARM 1: 'SUR LES PAVÉS LES FERME!' at PS1/MoMA, HSNY will feature architectural models, preparatory drawings, studio sculptures and photo-documentation from this project.

Focusing on the urban farm as a call to action, WORK AC's project expands the possibilities of growing food locally through recycled armatures. WORK AC's founding members, Amale Andraos and Dan Wood, have created a monument to the city as an environment. The project roots from the following passage, by the architects:

Throughout the twentieth century, 'the beach' has embodied popular dreams of pleasure and liberation. From the first labor paid holidays - which led to the beach's invasions by blue and white striped bathing suits - to the famous slogan of May 1968 'Sous les Pavés la Plage', reaching the beach was synonymous with reclaiming a lost paradise.

This summer of 2008, exactly 40 years after '68, it is time for a new leisure revolution! One that creates a symbol of liberation, knowledge, power and fun for today's cities. Leaving behind the Urban Beach, our project becomes the 'Urban Farm' – a magical plot of rural delights inserted within the city grid that resonates with our generations' preoccupations and hopes for a better and different future. In our post-industrial age of information, customization and individual expression, the most exciting and promising developments are no longer those of mass production but of local interventions. As cities have finally proven their superiority to their suburban counterparts – in everything from quality of life to environmental impact - they should again become our much needed laboratories of experimentation: opening our minds and senses towards better living with each other and the world.

Channeling the last utopian architectural projects about the City that examined its potential, represented its promises of liberation, and captured its pleasures – from Superstudio's continuous monument to Koolhaas's Exodus Public Farm 1 (PF1) is an architectural and urban manifesto to engage play and reinvent our cities, and our world, once more.

The HSNY Gallery will display some constituent parts of this revolutionizing endeavor.

WORK Architecture Company, based in New York City, is co-founded by Amale Andraos and Dan Wood. Andraos was born in Beirut, Lebanon and received her BA at McGill University. After completing her Master's degree at Harvard University, Andraos moved to the Netherlands to work with Rem Koolhaas and then to New York in 2002. Wood is originally from Rhode Island. He received his BA at the University of Pennsylvania and a Masters degree from Columbia University. Prior to forming WORK AC, Wood was a partner in Rem Koolhaas' Office for Metropolitan Architecture in Rotterdam, the Netherlands. Recently completed projects for WORK AC include the Headquarters Building for Diane von Furstenberg in New York, an extension of the Clark Institute at Mass MoCA, and a new library for Kew Gardens Hills, Queens.

The Horticultural Society of New York will present *Implant*, an exhibition including forty-five artists working with plants, at The UBS Art Gallery (1285 Avenue of the Americas) on view August 7 through October 31, 2008. Please visit www.hsny.org for details.

The mission of The Horticultural Society of New York is to enhance the environmental and cultural life of all New Yorkers by providing community outreach, library resources and art exhibitions that reveal the beauty and power of plants.

For further information, please contact Curator Jodie Vicenta Jacobson at 212.757.0915 x113 or jjacobson@hsny.org.