

# Daydreaming

*Daniel González's Pop-ups*

As geographic borders blur and urbanites move nomadically around the globe looking to make - or create - the next scene, one certainty remains: night will always be falling on some city somewhere, and with it the glitter of fantasy. Daniel González's mix of fashion, art and architecture may be one way of taking the dream into the daylight.

text SILVIA ANNA BARRILÀ





Flat-owners meeting in Via Ventura, Milan. Order of the day: none, it's just a cocktail party. Hard to imagine? Not if the property is included in 'Chili Moon Town', an art project first realised in Mexico City by Argentinean artist Daniel González in collaboration with Italian artist Anna Galtarossa.

'Chili Moon Town' is a scale model (8 x 8 x 9m) of a skyscraper city made with a 10-ton steel armature covered in printed vinyl and sequins, floating atop 90 plastic barrels. It was born on the waters of Chapultepec Lake in 2007, but is no longer there, because 'Chili Moon Town' is a nomadic city. It moves without knowing boundaries, sparing its inhabitants the sorrow of migrating themselves, and carrying at the same time the dreams of its residents and visitors enclosed in glass bottles. 'Chili Moon Town' is a utopian city, but it makes use of the dynamics of the property market to support itself: people can buy a penthouse, an apartment, a garage, or a berth, just like in the real world, and they get a contract and the keys. In Mexico negotiations have been conducted by an actual real estate company, in Milan by Mariano Pichler, a well-known architect who has promoted the revaluation of the Lambrate area. The sales campaign takes a metaphoric and ironic tone, alluding on the one hand to the hype of the contemporary art market, and on the other to the familiar gentrification process that we know from cities like New York, Berlin, and Milan: artists first settle in a disused area and contribute to revaluating it, then they

are followed by art galleries and developers, who make prices rise and artists migrate to other areas.

Dreams are a central issue in the work of González, both on a personal and a social level. Through his art he aims to represent people's wishes as they used to be when they were children, fantastic and irrational, fighting the societal conventions that lead to people becoming flattened and disillusioned.

González started out as a fashion designer, first in Argentina and then in Italy. He now lives in Berlin and acts on the border between fashion, art, and architecture. His clothing projects, and the performances he organises to present them, are provocative and sexy. His aim is to shake people from everyday life and restore the capacity to daydream and follow desires, even when they seem crazy. The worlds he creates consist of colours, lights, and sequins. In them every desire comes true, like for instance in the 'Officina italiana di realtà anticonformista', his last project staged in the Alessandro Marena Project Gallery in Turin, where the visitor entered a world where he not only disposed of a superhero-car and bags full of money, but where peace has triumphed over war and every crisis is over.

The 'Pop-up Building', González's project realised on the facade of a church for the 2010 edition of Festival De Wereld van Witte de With in Rotterdam, is also a dream, and more precisely the early dream of an archi-

Officina Italiana di Realtà Anticonformista, 2010

Clockwise:  
El Economista, Hasta el Fin  
Pop-up Car  
La Stampa, La Guerra è Finita  
Soldi della Banca di Neverland

Courtesy: the artists and Alessandro Marena Project

Previous spread and facing page, left:  
Chili Moon Town Tour, 2007  
by Anna Galtarossa & Daniel González  
Lake at Chapultepec Park, Mexico City  
Photo © Regina Geisler  
Courtesy: the artists  
Chili Moon Town Tour Productions  
Anna Galtarossa & Daniel González

Facing page, right and bottom:  
Homeless Rocket With Chandeliers, 2007  
by Anna Galtarossa & Daniel González  
Via Massimiano 25, Milan  
Photo © Andrea Martiradonna  
Courtesy: the artists and Imperatore



tect who plans a futuristic building without considering the proportions and the static rule. It is like a pop-up book that lets a fantastic world appear briefly before disappearing when you turn the page. The clock on the bell tower says it's shortly before midnight, the time when fairy-tales end. When the 'Pop-up Building' disappeared,

Pop-up Building, 2010  
Special project for Witte de With Festival

after the end of the festival, González had it cut into pieces and delivered to homeless people in order to give their shelters a note of magic and hope.

To homeless people González also dedicated another project, which once again appeared in the Lambrate neighbourhood of Milan, between 2007 and 2009. In collaboration with Anna Galtarossa, the 'Homeless Rocket with Chandeliers' was a crane used during the day to construct a new building, but after dark was elevated to the status of art. Every night at 8pm the crane, which was covered in vinyl, fabric, sequins, and neon lights, was automatically switched on and illuminated the night with its neon lights, spitting out smoke and making loud noises with its sirens. For the inhabitants

of the neighbourhood it became a landmark, a lighthouse. While during the day it was just a crane in an industrial area, at night it turned into a dream machine that let fantasy take off like a rocket. The crane represented an instrument of architecture and, at the same time, an architectonic project.

Architecture was also the central theme of a project realised at the beginning of 2010 in Bologna, the 'Disco Le Corbusier'. On this occasion González staged a surprising finding in a cellar of the Unité d'Habitation in Marseille: the discovery of unknown sketches and notes by architect Le Corbusier that make him the forerunner of the modern disco. Following the indications of the disco-theory conceived by the renowned Swiss architect, González reconstructed a disco under the patronage of the Register of Architects of Bologna. To access the disco visitors had to pass through the entrance of a cave, a reference to Plato's cave. On the top of it there was a typical horizontal Le Corbusier window, thus tracing the history of architecture from the first mention in literature to the birth of modernism. The interior of the disco was illuminated by audio-rhythmical lights that reacted to the passage of people and was divided by coloured Mylar-fringe walls, which made another classical dream come true, that of passing through walls. #

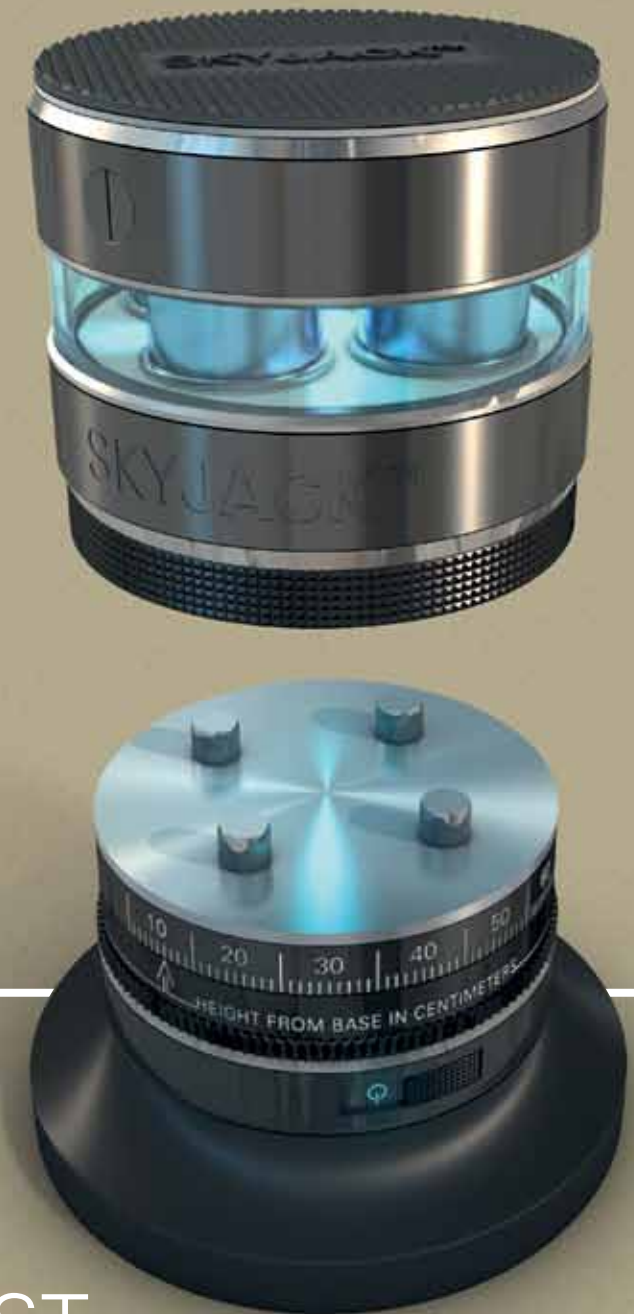
[www.daniel-gonzalez.com](http://www.daniel-gonzalez.com)

SkyJack™ integrates the concept of a car jack with the kinetics of a gyroscope. Rapidly rotating disks create a gravitomagnetic field that allows the top and bottom halves of the SkyJack™ to push away from each other. The resultant force is able to lift up to half a ton off the ground. It has a built-in stability booster and easy-to-use height dial that you can incrementally adjust before or during operation. SkyJack™ is easy to use, easy to transport and impossible to live without.



Position SkyJack™ as you would an ordinary car jack, turn it on and adjust to the required height.

cat. no. //45  
DIXIV



# THIS IS A SKYJACK™

## THE WORLD'S FIRST ANTI-GRAVITY LIFTING DEVICE.

What if the future was filled with simple solutions like these?  
Find out how creativity is influencing our world.  
[www.dixiv.com/skyjack](http://www.dixiv.com/skyjack)

BROUGHT TO YOU BY:



DEVELOPMENTAL PARTNERS:

PRODUCED BY:



FOLLOW US ON:



DESIGN  
INDABA

SUPPLIERS: THE JUPITER DRAWING ROOM, BIZCOMMUNITY, SAPPI, COCA-COLA, SOUTH AFRICAN TOURISM, FOODCORP, MAIL&GUARDIAN.  
ASSOCIATES: ANGLIO PLATINUM, SCAN DISPLAY SOLUTIONS, CAPE TOWN TOURISM.

A BETTER WORLD THROUGH CREATIVITY