

PACE

For Immediate Release

Studio Drift

Drifter

The Armory Show, Booth 530

711 12th Avenue at 55th Street, New York

March 2 – 5, 2017



New York— Pace Gallery is pleased to announce its participation in the 2017 edition of The Armory Show at Piers 92 & 94 with a solo presentation by Studio Drift. At booth 530, Pace will feature a new site-specific installation called *Drifter* (2017) as part of the Future\ Pace program. Measuring 5 x 2.5 x 2.5 meters, *Drifter* represents the primary element by which our modern world is constructed—a cube. According to the artists, "*Drifter* creates a sense of disbelief and displacement, creating tension between humanity versus nature, and chaos versus order. Disconnected from our expectations, it floats between the possible and impossible."

In addition, Studio Drift has partnered with Artsy and Microsoft HoloLens to create an immersive mixed reality experience at The Armory Show. Studio Drift artists Lonneke Gordijn and Ralph Nauta will also participate in an Artist Talk at The Armory Show Theater on Saturday, March 4, 4 p.m. The talk will be a conversation between the Studio Drift artists and Mark Davy, Founder of Futurecity, and moderated by Felix Burrichter, Editor and Creative Director of *PIN-UP* magazine.

The artist collective **Studio Drift** was established in 2006 by Ralph Nauta and Lonneke Gordijn, who attended the Design Academy Eindhoven together. Their work explores the relationship between nature, technology and mankind through a process involving collaborations with scientists, university departments, research facilities, programmers and engineers. Studio Drift draws their inspiration from nature as a starting

point, both in a formal and a philosophical way, while the creative process is fueled by innovative techniques that can be seen in site-specific indoor and outdoor installations and interactive sculptures.

Studio Drift's installations react directly to human behavior but question it at the same time. While their visual language is characterized by dreamy and poetic aesthetics, the concept behind the work is often based on an unexpectedly critical engagement.

Their work has been exhibited at The Israel Museum, Jerusalem; Museum of Art and Design, New York; Museum Boijmans van Beuningen, Rotterdam; 2015 edition of the Venice Biennale; and the Victoria & Albert Museum, London. Their work is also included in the permanent collections of the Rijksmuseum, Amsterdam; San Francisco Museum of Modern Art; Stedelijk Museum, Amsterdam; and the Victoria & Albert Museum.

Drifter, 2017, concrete, robotics, mixed materials, 8' 2-7/16" x 8' 2-7/16" x 16' 4-7/8" (2.5 m x 2.5 m x 5 m). Photograph by Sil van der Woerd © Studio Drift, courtesy Pace Gallery

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