

## **The LOFT at LOWER PAREL**

**Presents**

**The Square Foot Project**

**From May 2012 to March 2013**

**&**

**an exhibition, Reconstructing (White)3**

**Preceded by a talk at Cafe Zoe's**

Originally a printing shed in an old mill, and utilized as an experimental art project space since 2008, THE LOFT at Lower Parel will, as part of 'The Square Foot Project', be re-staged as a studio apartment for one year.

Commenting on this metamorphosis, Ahmedabad based architect Anand Patel, who visualized THE LOFT at Lower Parel at its inception says, "We are all voluntary prisoners of architecture in that we are perpetually inhabiting architecture in all and any of its manifested forms. Our minds are tuned to the map of architectural topography through which we navigate and guide our destinies."

"The volume of space will be used in its entirety to create a place which will function as a studio, residence and gallery space. Beyond the functional aspect I would strive to bring the audience closer to experiencing nuances of architecture like proximity, scale, haptics and kinesthesia (as opposed to clutter, claustrophobia, disarray). The "domestic space" will be pristine white, to let shadows dominate the depth of field. Lighting will play a crucial component as will the eclectic mix of furniture items."

In keeping with the re-invention of the physical space, the inaugural exhibition, opening on May 23, 2012 is titled **Reconstructing (White)3** and is curated by Himali Singh Soin. The show will include nine 1 x 1 x 1 white cubes, interpreted by some of the edgiest names from the Indian art world, including Hema Upadhyay, Mithu Sen, Abir Karmarkar, Prajakta Potnis, Gautam Bhatia, Zuleikha Chaudhari, Niyeti Chadha, Pranee Soi and Chittrovanu Mazumdar.

Utilizing the shell of the new "gallery", Soin will address this paradox of space and its foldability. About the notion of The White Cube, she says: "You close your ears to the sirens outside and enter these little dream worlds of image and ideas. Time frees itself from clocks and their shadows. This is the White Cube: a delusion of neutrality, a systematic context, a modernist shroud for Absolute Art--a blank slate, a grid for the laying out of impulse."

"The show deconstructs this perfect cube--and reconstructs it--giving artists an important constraint: to create a work of art that exists inside--or leaks outside--a 1 x 1 x 1 white box fabricated from a material of their choice. Big things can be contained in little space, by improvising known formulas with 'home-made' idiosyncracies. We welcome you into

The White Cube, a space to navigate the formulas we have learned, and perhaps, do away with them, resigning to the shapeless white of naivete".

As the gallery morphs from one interior space to another, this show turns the cube over. Architect, promoter and curator all hope that the public and invited artists will address the architectonics of space in provocative ways. Later in the year, THE LOFT at Lower Parel will host other out of the box exhibitions, happenings and a residency.

Opening on May 23, the exhibition will be preceded by a conversation between the curator and invitees at Café Zoe, the new café situated at Todi Mills, Lower Parel. The 4000 square foot café, a charming combination of European and Industrial décor, the exposed brick walls, high ceilings and big glass windows from which radiant natural sunlight streams in, is in a way a contrast to THE LOFT's newly re-envisioned 582 sq ft space.

Owners Tarini Mohindar and Jeremie Horowitz say that "The charm of the space also make it the perfect place to host events ranging from live music acts to art and photography exhibitions and stand up comedy." This collaboration between THE LOFT at Lower Parel and Café Zoe is a natural progression, and an added facet to THE LOFT's Square Foot Project, given we are neighbors in a space that is morphing by the day.

**For additional information, queries:**

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**LISTINGS**

Reconstructing (White)3Curated by Himali Singh Soin  
May 23rd, 2012 - July 14th, 2012

A gallery of 1 foot x 1 foot white cubes envisaged by

Abir Karmarkar | Chittrovanu Mazumdar |

Gautam Bhatia | Hema Upadhyay | Mithu Sen

Niyeti Chadha | Prajakta Potnis | Praneet Soi | Zuleikha Chaudhari