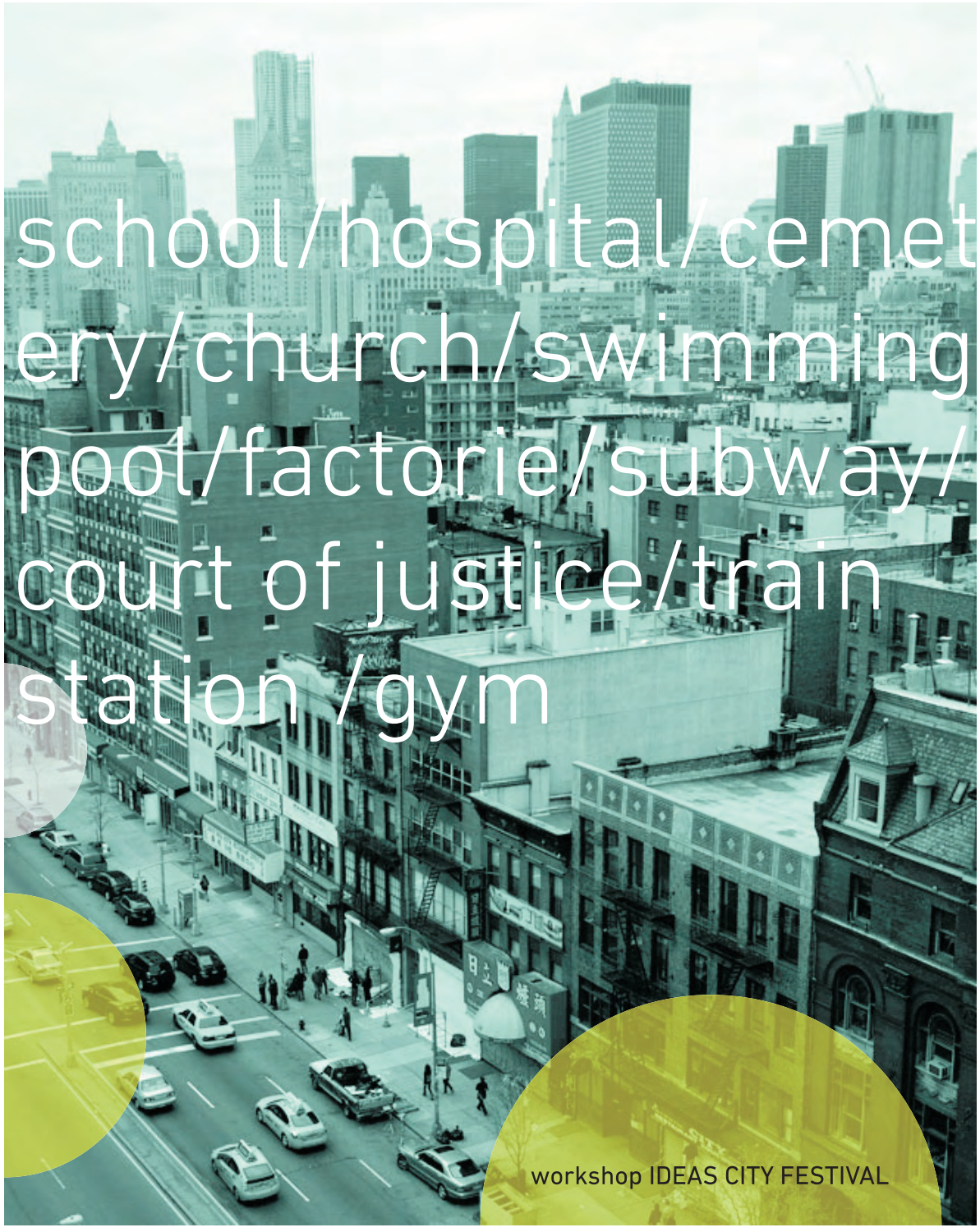
NOMADIC PLACE NYC

by

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235 BOWERY
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MUSEUM





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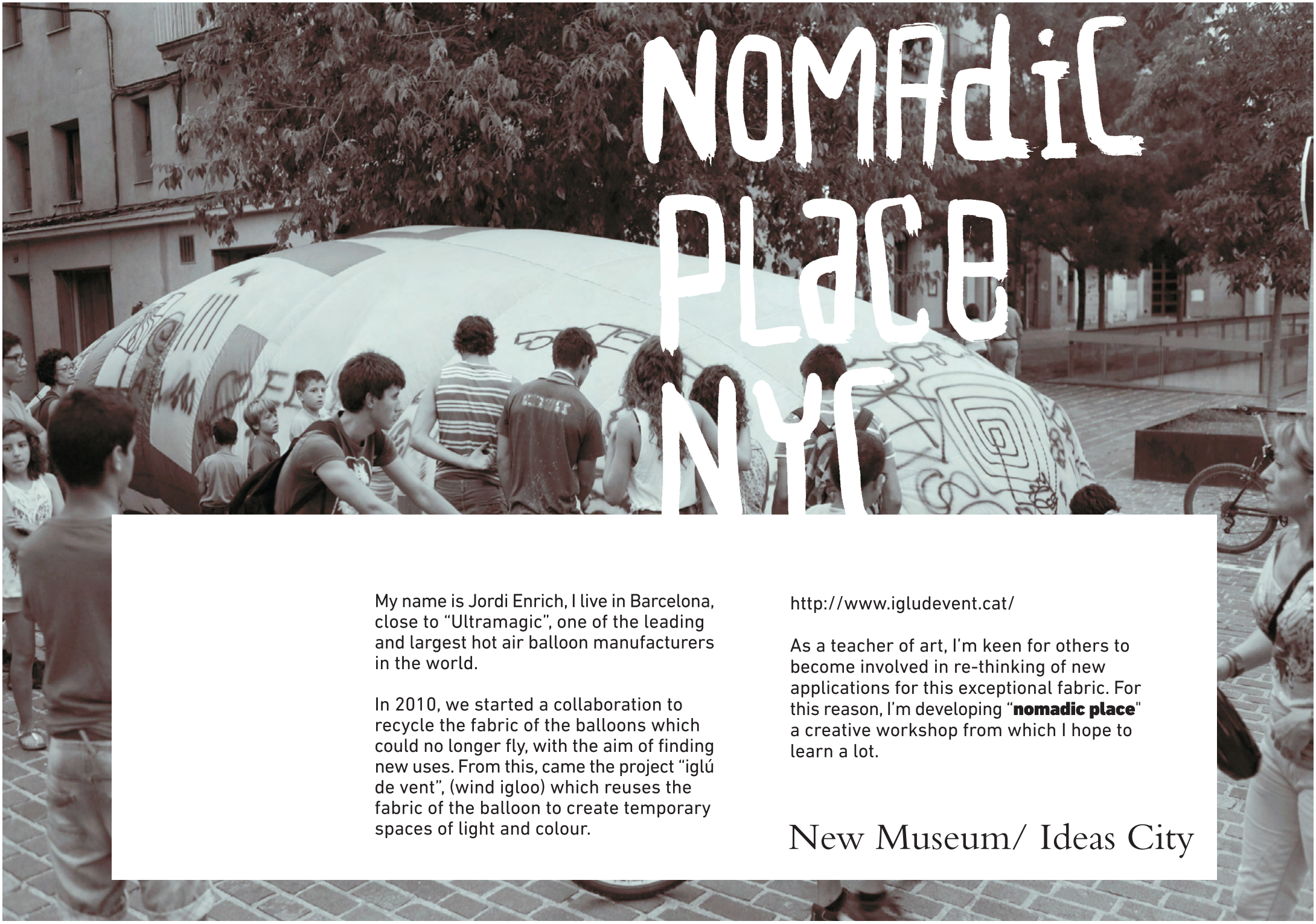
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New Museum/ Ideas City

New Museum
NEW ART, NEW IDEAS
Founded in 1977, the New Museum is a leading destination for new art and new ideas. It is Manhattan's only dedicated contemporary art museum and is respected internationally for the adventurousness and global scope of its curatorial program

Building
The New Museum, designed by Tokyo-based architects Kazuyo Sejima and Ryue Nishizawa/SANAA, is a seven-story, eight-level structure located at 235 Bowery between Stanton and Rivington Streets, at the origin of Prince Street in New York City.

History
The New Museum began as an idea in the mind of founding Director Marcia Tucker. As a curator at the Whitney Museum of American Art from 1967 through 1976, Tucker observed firsthand that new work by living artists was not easily assimilated into the conventional exhibition and collection structure of the traditional art museum.



NOMAdiC PLACE NYC

My name is Jordi Enrich, I live in Barcelona, close to "Ultramagic", one of the leading and largest hot air balloon manufacturers in the world.

In 2010, we started a collaboration to recycle the fabric of the balloons which could no longer fly, with the aim of finding new uses. From this, came the project "iglú de vent", (wind igloo) which reuses the fabric of the balloon to create temporary spaces of light and colour.

http://www.igludevent.cat/

As a teacher of art, I'm keen for others to become involved in re-thinking of new applications for this exceptional fabric. For this reason, I'm developing "**nomadic place**" a creative workshop from which I hope to learn a lot.

New Museum/ Ideas City



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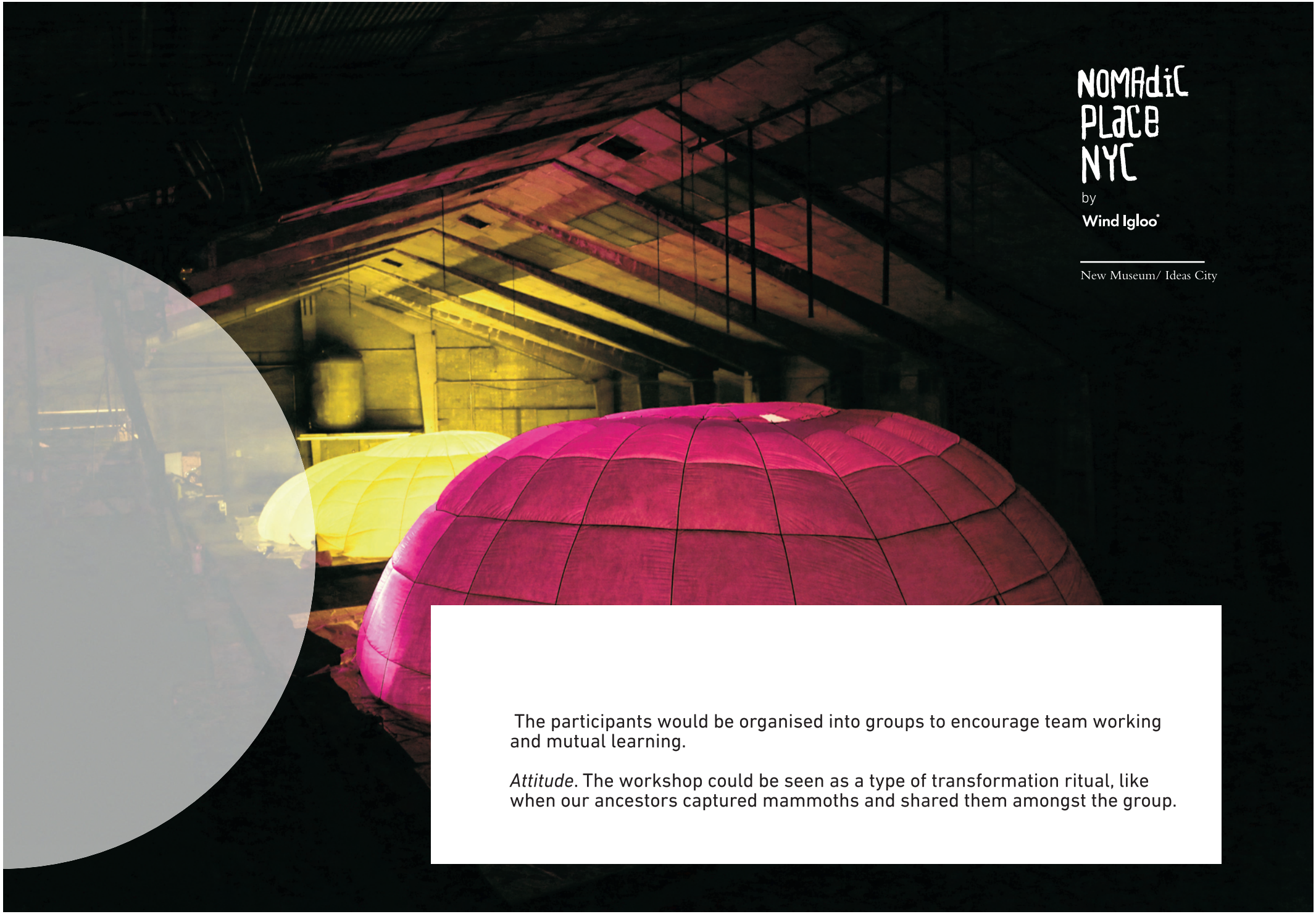
New Museum/ Ideas City

nomadic place
workshop

We know that we should change the way in which we behave in relation to the planet, and that the role of creative people is crucial to aid this change. With the use of imagination, new spaces and new ideas are born, changing the way in which we behave in relation to our world.

The challenge of the workshop consists of deconstructing a hot air balloon that can no longer fly with the aim to create two nomadic empty spaces, for a new place experience, during the Ideas City Festival, organised by the New Museum of New York City.

We will explore, the concept of the work I've been doing, that spins around placing the "iglu de vent" in city symbolic places. For example a school, a hospital, a cemetery, a church, a swimming pool, a factorie, the subway, the palace of justice, the train station or a gym with the objective of rethinking the use these places have towards people..."



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The participants would be organised into groups to encourage team working and mutual learning.

Attitude. The workshop could be seen as a type of transformation ritual, like when our ancestors captured mammoths and shared them amongst the group.

The workshop is proposed as an exercise of destruction and creation. An exercise in unity between the participants that share one resource to breathe life into the material again.

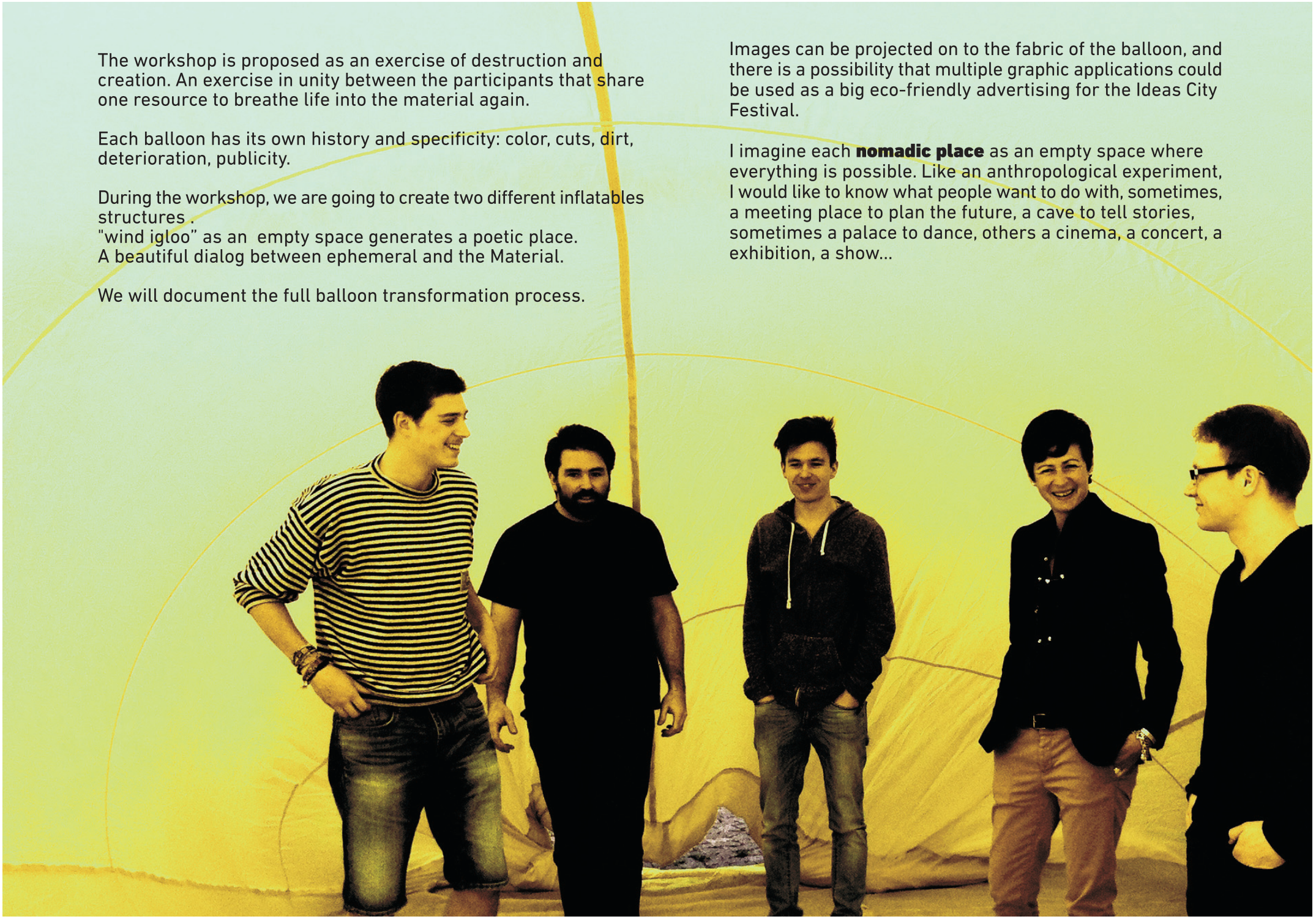
Each balloon has its own history and specificity: color, cuts, dirt, deterioration, publicity.

During the workshop, we are going to create two different inflatables structures .
"wind igloo" as an empty space generates a poetic place.
A beautiful dialog between ephemeral and the Material.

We will document the full balloon transformation process.

Images can be projected on to the fabric of the balloon, and there is a possibility that multiple graphic applications could be used as a big eco-friendly advertising for the Ideas City Festival.

I imagine each **nomadic place** as an empty space where everything is possible. Like an anthropological experiment, I would like to know what people want to do with, sometimes, a meeting place to plan the future, a cave to tell stories, sometimes a palace to dance, others a cinema, a concert, a exhibition, a show...











Jordi Enrich (Barcelona, Spain)

EDUCATION
1997: BFA, Major in Painting, Universitat de Barcelona
1999: Master in Musical Creation and Sound Technology, Universitat Pompeu Fabra, Barcelona
2000: Diploma in Design and Graphic Production, ELISAVA school, Barcelona
2002: Anthropology Studies, Universitat de Barcelona

PROFESSIONAL EXPERIENCE
Currently teaching art and design at Escola Municipal d'Art Gaspar Camps, Igualada (Barcelona)

Managing of educational workshops “transforma” to encourage a new culture of redesigning and modifying our behaviour in the world.

Art performance with Wi

Wind Igloo workshops worldwide
2014 "light caves" Matera Balloon festival ITALY.
2014 "air corners" a workshop for the Stockholm Culture Festival SWEDEN
2014 "from sky to land" summer workshop in Nikola Lenivets Art Park RUSSIA
2013 "Bagstore" Creative Marathon Elisava university BARCELONA.
2013 "flow & Matter " summer workshop in Boisbuchet FRANCE.
2012 “Paper desing” Kunts Academy BERLIN.
2012 "Dishechos" Valencia SPAIN.


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