

IDEAS CITY

FESTIVAL
NEW YORK
MAY 1-4

Storefront for Art
and Architecture

NEW
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NEW YORK NY
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MUSEUM

FOR IMMEDIATE RELEASE

April 24, 2013

**Winner of IDEAS CITY Tenting Design Competition Announced by
New Museum and Storefront for Art and Architecture**

**“MirrorMirror” Tents to Premiere at the IDEAS CITY Streetfest,
Saturday May 4 on the Bowery**



Interior and exterior renderings of Davidson Rafailidis's "MirrorMirror" tents, 2013.
Courtesy Davidson Rafailidis

New York, NY... As part of the biennial IDEAS CITY Festival, Storefront for Art and Architecture and the New Museum, in collaboration with Architizer, announced today that the architecture and design firm **Davidson Rafailidis**—led by Georg Rafailidis and Stephanie Davidson of Buffalo, New York—has won the **IDEAS CITY StreetFest Tenting Competition**. The international biennial competition, begun in 2011, initiates the design, management, and construction of innovative temporary outdoor structures that create new ways for people to gather and engage in urban public activities. The winning tent design **“MirrorMirror”** will premiere at the IDEAS CITY StreetFest on **Saturday May 4, 11 a.m. to 6 p.m.**, around the Bowery neighborhood. The **“MirrorMirror”** tents will be located along the stretch of block in front of the New Museum (Bowery at Prince Street) and will host projects within. After debuting at StreetFest, the **“MirrorMirror”** tents will become products available in the marketplace. The inaugural winning design from 2011—**“The Worms,”** by the emerging New York City–based designers Family and PlayLab—will also be in use at StreetFest.

IDEAS CITY explores the future of cities around the globe with the belief that arts and culture are essential to making them better places to live, work, and play. Recognizing the downtown Manhattan district as a potential innovation zone, IDEAS CITY fosters not just artistic activity, but also broader types of creativity and resourcefulness for greater innovation and economic development in fields beyond the arts.

The IDEAS CITY Festival (May 1–4) includes conferences, workshops, an innovative StreetFest, and more than one hundred independent projects and public events. The public outdoor IDEAS CITY StreetFest on Saturday May 4 will occupy more than a square block around the New Museum, activating the Bowery, Stanton, Rivington, and Chrystie Streets as well as Sara D. Roosevelt Park. Scores of inventors, small business owners, artists, ecologists, and activists will share their products and concepts demonstrating the value of **Untapped Capital**—the Festival’s current theme.



Interior and exterior renderings of Davidson Rafailidis's "MirrorMirror" tents, 2013. Courtesy Davidson Rafailidis

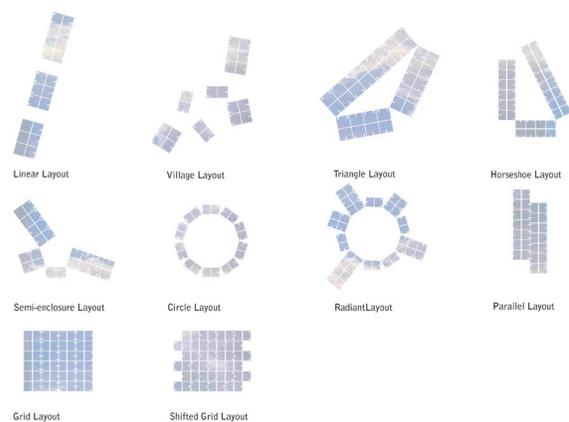
New York City is known for its street fairs. With this in mind, the IDEAS CITY StreetFest Tenting Competition began in 2011 as a vehicle for making the ubiquitous street fair tent more sustainable and visually compelling. The ceiling of Davidson Rafailidis’s “MirrorMirror” tents reflects the cityscape and human activity on the ground, offering a more dynamic, intensified view of street life and the IDEAS CITY StreetFest. From the exterior, the tent “roofs” will reflect the skyline and draw the public’s attention more directly to the architecture of downtown Manhattan—a feature that poetically addresses the Festival’s overarching objective to raise consciousness of the potential that surrounds us in the urban environment and to encourage awareness of the Untapped Capital in the city.

More than **eighty submissions** were received from across the globe. The architecture practice Davidson Rafailidis’s submission “MirrorMirror” was selected by a jury of five individuals in the art and architecture fields. Jury members included:

- Cristobal Correa**, Associate Principal, Buro Happold Consulting Engineers
- Eva Franch i Gilabert**, Director and Chief Curator, Storefront for Art and Architecture
- Michael Manfredi**, Principal, Weiss/Manfredi
- Mary Miss**, artist and author of *City as Living Laboratory*
- Lisa Phillips**, *Toby Devan Lewis Director*, New Museum

“‘MirrorMirror’ is a disruptive act in the perception of the city: it constructs serendipitous encounters through its mirrored, inclined walls. It shelters the activities any street tent does, but it does so by generating a network of gazes, encounters, and surprises where the citizen becomes self-conscious of its participation and construction of a collective act. Disorienting we said? Disruptive indeed,” said **Eva Franch i Gilabert, Storefront Director**, of the design and her participation in the jury.

Possible Configurations



Courtesy Davidson Rafailidis

During the StreetFest, Storefront will host an **online exhibition** of all submissions to the StreetFest Tenting Competition on storefrontnews.org and on Storefront’s Facebook page at facebook.com/storefront, which will allow visitors the opportunity to search, comment, and share their favorite designs. StreetFest goers can also vote for their favorite design for a “StreetGoers Choice” award by “liking” their favorite designs. Visitors can post pictures and follow the project: #streetfest @storefrontnyc @ideascity

DETAILS

“MirrorMirror” is a base unit covering twelve feet by sixteen feet. The design includes a simple forty-five-degree-angled gable roof made from mirroring panels. A single unit will house small programs. When combined, the units create a large barn-like structure that will be host to larger StreetFest gatherings. The design utilizes aluminum frames with Mylar mirror foil that are often used as glassless mirrors in dance studios. The material’s modification for use as a construction material is innovative and in line with the goals of the IDEAS CITY Festival and its theme, Untapped Capital.

PROJECT TEAM

The structure will be fabricated in Buffalo, NY, at the Essex Art Center and assembled onsite.

Practice: Davidson Rafailidis, Buffalo, New York

Project team: Georg Rafailidis (lead), Stephanie Davidson

Project staff: Jia Ma, Aleksandr Marchuk

Fabrication and assembly: Spielman Fabrication LLC, Jon Spielman

Structural engineer design phase: Matthias Michel, Imagine Structure, Frankfurt, Germany

Structural engineer realization: Peter Grace, State University of New York at Buffalo

Fabrication support by students of the University at Buffalo: Zakaria Boucetta, John Costello, Chris Ortloff, James Rice, Matthew Rosen, Fan Yang

Mirror panels: LiteMirror—Shatterproof Glassless Mirrors, Lighter and Brighter than Plate Glass, litemirror.com, Irvington, New York

ABOUT THE DESIGNERS

Davidson Rafailidis is an architectural practice established in 2008 by Stephanie Davidson and Georg Rafailidis. In their work, they aim to encourage heightened physical relationships between buildings and people. Each of their projects offers instinctive, immediate spatial experiences, which are independent from the typically short lifespan of contemporary architectural programs. They pursue a generous architecture that facilitates free programmatic appropriation and triggers constant reuse.

Georg Rafailidis studied architecture at the University of Applied Sciences in Munich, Germany, and at the Architectural Association, London, England. Engaged in practice as well as research and teaching, Rafailidis worked for Herzog & de Meuron in Basel and London before setting up an independent practice with his partner Stephanie Davidson. Rafailidis taught Architectural Design at the RWTH Aachen University in Germany from 2005 until 2010 and is currently Assistant Professor at the State University of New York at Buffalo, School of Architecture and Planning (B/a+p).

Stephanie Davidson studied Fine Art at Mount Allison University, Canada, and Architecture at Dalhousie University, Canada, and the Architectural Association, London, England. Davidson is a recipient of a Canadian Centre for Architecture (CCA) Fellowship, Montreal, a European Ceramic Work Centre Residency, the Netherlands, and a Canada Council for the Arts Research/Creation Grant. Davidson taught Architectural Design at the RWTH Aachen University in Germany from 2007 until 2010 and is currently Clinical Assistant Professor at the State University of New York at Buffalo, School of Architecture and Planning (B/a+p).

ABOUT IDEAS CITY

IDEAS CITY is a biennial Festival in New York City with additional annual Global Conferences organized in key urban centers around the world. These global events help to identify urgent issues and invite an ever-growing number of international thought leaders to participate in the initiative. IDEAS CITY was founded in 2011 by the New Museum, New York, as an unprecedented collaborative initiative that involves hundreds of arts, education, and community organizations in an ongoing, multi-platform discussion on the future of cities around the globe. Members of the Executive Committee for IDEAS CITY are the New Museum (founder); The Architectural League of New York; Bowery Poetry Club; Cooper Union; The Drawing Center; New York University Wagner School; and Storefront for Art and Architecture. For more information, visit ideas-city.org.

ABOUT STOREFRONT

Founded in 1982, Storefront for Art and Architecture is a nonprofit organization committed to the advancement of innovative positions in architecture, art, and design. Our program of exhibitions, artists' talks, film screenings, conferences, and publications is intended to generate dialogue and collaboration across geographic, ideological, and disciplinary boundaries. As a public forum for emerging voices, Storefront explores vital issues in art and architecture with the intent of increasing awareness of and interest in contemporary design. More information at storefrontnews.org.

SUPPORT

"MirrorMirror" is made possible with the support of the New Museum and Storefront for Art and Architecture. Additional in-kind support has been provided by Spielman Fabrication LLC (Jon Spielman); litemirror.com in Irvington, NY; and Essex Arts Center, founded in 1969 by Larry Griffis Jr.

Founding support for IDEAS CITY: New York is provided by a generous grant from Goldman Sachs Gives made at the recommendation of David B. Heller & Hermine Riegerl Heller.

Lead Sponsor is Audi Urban Future Initiative. Lead Supporter is the Rockefeller Foundation. Producing Sponsors are Brookfield and Lonti Ebers.

IDEAS CITY is also made possible by a grant from the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature, and a grant from the Lower Manhattan Development Corporation, which is funded through Community Development Block Grants from the US Department of Housing and Urban Development. Special thanks to Andrew M. Cuomo, Governor, and Michael R. Bloomberg, Mayor. Additional support provided by Toby Devan Lewis, Lambent Foundation, and Virginia Lebermann and John Wotowicz.

Special thanks to our Media Partner *New York* magazine, Anomaly, and The Standard, East Village.

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