

As Long as it Lasts...
Organized by Tobias Wong,
Josee Lepage and Aric Chen

Merging design, art and the body, “As Long as it Lasts...” will open its doors during Art Basel Miami Beach as Design Miami’s first-ever pop-up tattoo parlor. For three days only, visitors and passersby will have the opportunity to get a tattoo, inked by a licensed professional, in one of eight specially-commissioned designs created by prominent artists and designers. What does it mean for a body to be “signed” by an artist? What is the relationship between author and audience, and how far will art and design lovers go? Organized by Tobias Wong, Josee Lepage and Aric Chen, “As Long as it Lasts...” will be part performance, part cultural barometer, part guest amenity. Like a manicure or Tarot card reading, drop-ins are welcomed. One design will be offered as a temporary tattoo.

k

A take on the Michelin Man, CHUM reflects KAWS's infatuation with advertising and pop images—a disruption of, as well as a tribute to, all objects produced, bought, sold, exchanged, desired and cherished.

Brian Donnelly, a.k.a. KAWS, is a graffiti artist who lives in Brooklyn. In the mid-1990s, he began appropriating advertisements on New York bus shelters and phone booths with a graphic skull-and-crossbones image, later developing that motif while expanding it to Paris, London, Berlin and Tokyo. Widely published, his work has been exhibited at Colette (Paris), PARCO Gallery (Tokyo), MU Art Foundation (Holland) and BAPE Gallery (Tokyo). Lately influenced by iconic pop characters like Mickey Mouse, the Michelin Man and the Simpsons, KAWS's work treads the line between art, commerce, cartoons and commercials. He recently opened OriginalFake, a collaborative store with Medicom Toy in the Aoyama district of Tokyo.



LAWRENCE WEINER

lw

SINK OR SWIM is borrowed from Weiner's 2003 video work of the same name. A version of the phrase was previously tattooed on artist Micol Assaël's bottom, and authenticated by Weiner with a kiss.

Lawrence Weiner is a New York-based conceptual artist. He participates in public and private projects and exhibitions in both the new and old world maintaining that: Art is the empirical fact of the relationships of objects to objects in relation to human beings & not dependent upon historical precedent for either use or legitimacy.

SINK OR SWIM

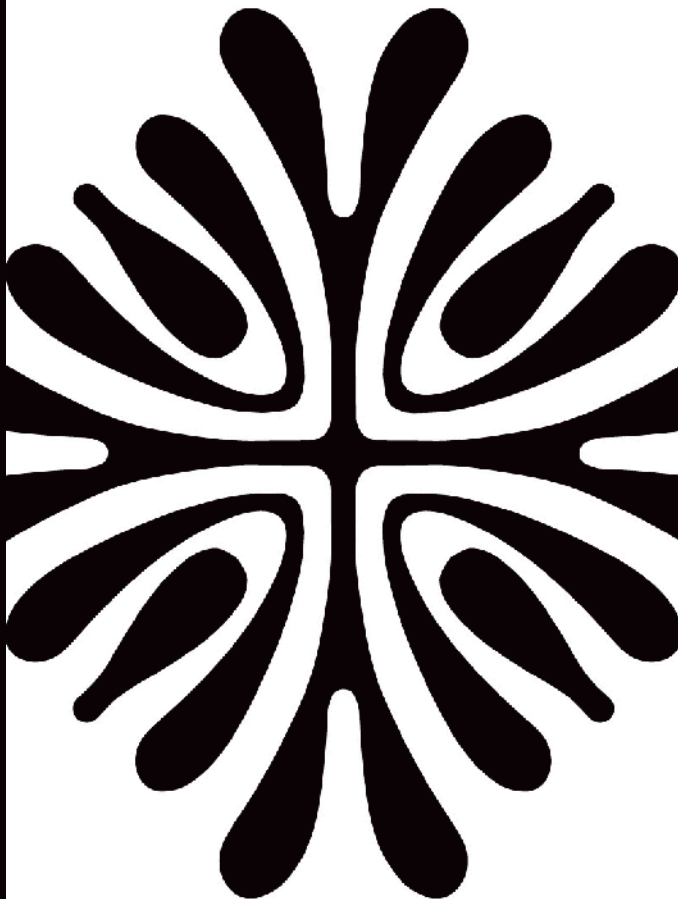
SUR - ASS - SETS - M

JUERGEN MAYER H.

jmh

DATOO represents a detail taken from the data protection patterns found on the inside of security envelopes—in this case, a payroll envelope from Harvard University.

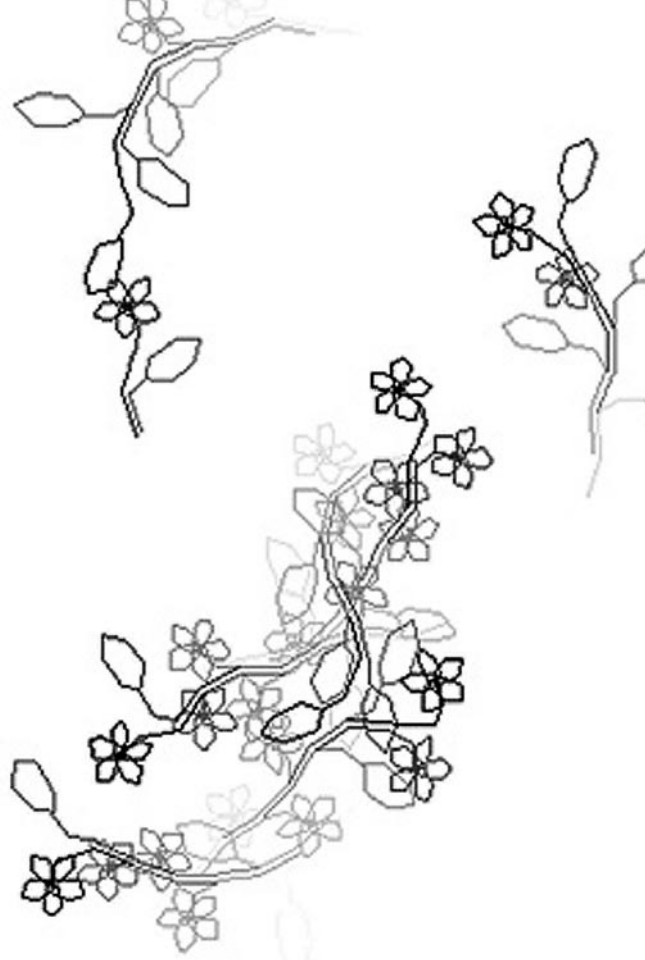
Juergen Mayer H. is the founder and principal of J. MAYER H. Architects, a Berlin-based cross-disciplinary studio that works at the intersection of architecture, communication and new technology. Recent projects include the Town Hall in Ostfildern, Germany, a student center at Karlsruhe University and the redevelopment of the Plaza de la Encarnacion in Seville, Spain. He has won numerous awards and his widely-exhibited work is part of collections including New York's Museum of Modern Art and the San Francisco Museum of Modern Art. From urban planning schemes and buildings to installation work and objects employing new materials, the relationship between the human body, technology and nature form the background for a new production of space.



tb

The INFLORESCENCE TATTOO is derived from a computer program, developed by Tord Boontje and Andrew Allenson, that randomly generates floral patterns that users can capture in a screen grab. As such, each tattoo is unique.

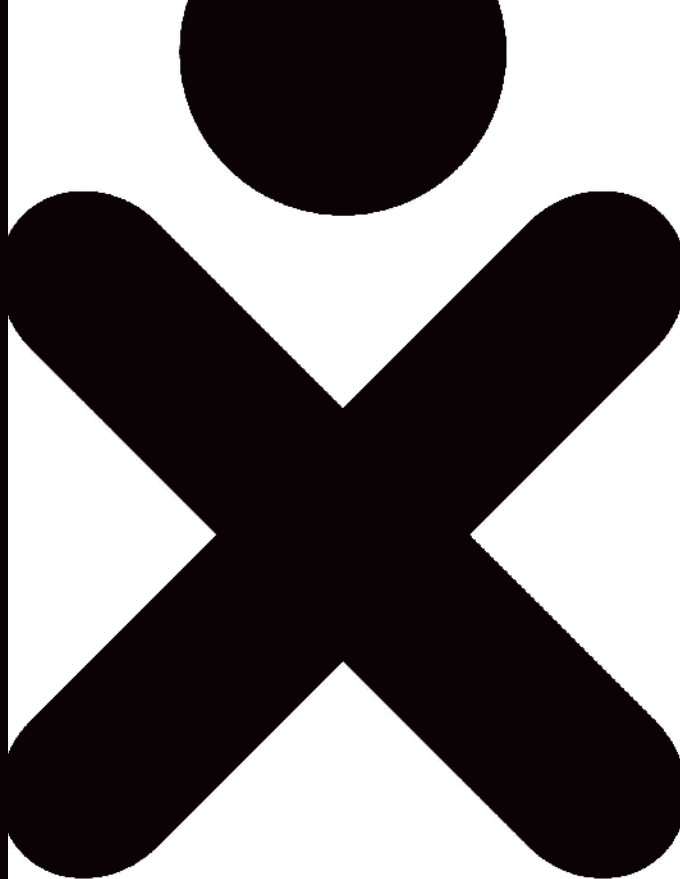
Tord Boontje is a Dutch designer who currently lives and works in Bourg-Argental, France. His award-winning firm, Studio Tord Boontje, has created products ranging from watches and eyewear for Alexander McQueen, chairs and sofas for Moroso and lighting for Habitat and Artecnicca to chandeliers for Swarovski and a collection for Target. Throughout its projects, the Studio seeks a delicate marriage of design with emotion that is as broadly accessible as it is enticing. Often borrowing inspiration from nature, the Studio's work draws from a belief that modernism does not mean minimalism, that contemporary does not forsake tradition, and that technology does not abandon people and senses.



yb

An anthropomorphic shorthand for “hugs and kisses,” Béhar’s XO tattoo is based on the XO logo he created for his design of the One Laptop Per Child educational computer, which provides low-cost laptops for impoverished children around the world. Like the laptop, the tattoo is customizable in any number of color combinations.

Yves Béhar is the founder of the San Francisco-based studio fuseproject. With a focus on humanistic design and a belief in the “giving” element of the creative profession, Béhar and his team create projects deeply in tune with the needs of a sustainable future, connected with human emotions, and self-expressive. Most recently, they designed One Laptop Per Child (OLPC), the world’s first \$100 laptop aimed at bringing education and technology to the world’s poorest children. Other innovative and impactful projects have included the Herman Miller LEAF Lamp, the Aliph Jawbone and Y Water. Béhar’s work has been the subject of two solo exhibitions and is in the permanent collections of museums including New York’s Museum of Modern Art and Paris’s Musée d’Art Moderne/Pompidou Center.



hj

Jongerius's **BUTTON** tattoo is an image of the signature buttons from her 2005 Polder sofa for Vitra, thus transferring her application of stitching and tailoring from furniture to the body.

Dutch designer Hella Jongerius is known for combining industrial design with elements of traditional craftsmanship in products, textiles and ceramics. Many of her early designs were manufactured by Droog, the influential Dutch design collective, and she now puts her own work into production through Jongeriuslab, her Rotterdam studio, as well as developing products for manufacturers such as Maharam, Royal Tichelaar Makkum and Vitra. Her work has been exhibited at the Museum of Modern Art and the Cooper-Hewitt National Design Museum, both in New York, the Design Museum in London and the Stedelijk Museum in Amsterdam, among others.



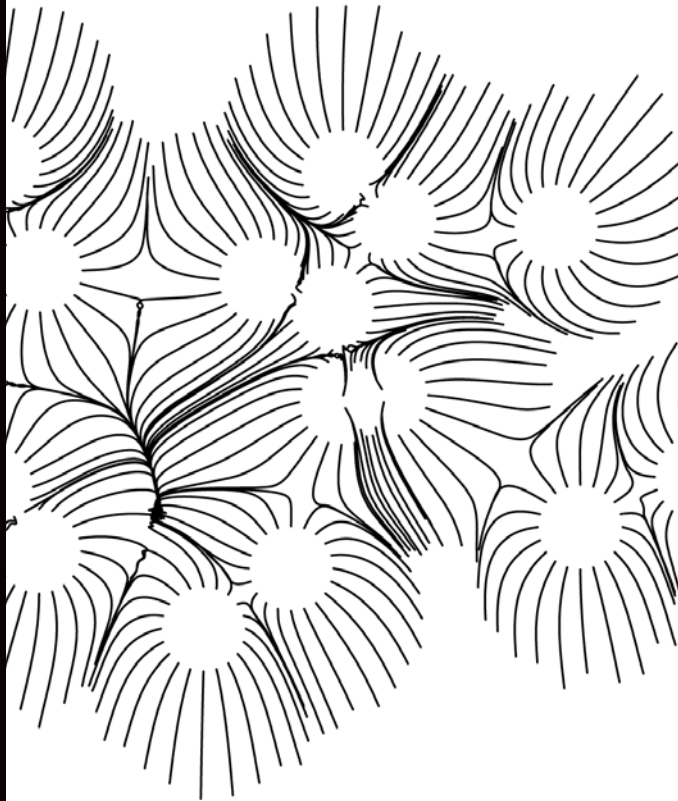
VITO ACCONCI

ACCONCI STUDIO (VITO ACCONCI, NATHAN DEGRAAF, DARIO NUNEZ,
JONO PODBORSEK, EDUARDO MARQUES, EZIO BLASETTI)

va

Take a mole, any mole on your skin, then another & another: one point affects the other, pulls the other, like a magnet... With the ATTRACTATTOO, the wearer identifies imperfections – freckles, birthmarks – on a limited area of his or her body. A photo is taken and sent digitally to Acconci Studio, which then indexes that “Imperfection information” and applies a computer algorithm that draws the points into lines into fields. This magnetic field is then tattooed on the skin.

Vito Acconci is the founder of Acconci Studio, a Brooklyn-based architecture and design workshop. Acconci began as an artist whose poetry, performances, audio and video installations of the 1960s and 1970s have greatly influenced generations since. His longstanding interests in person-to-person relationships evolved in the 1980s into architectural installations, eventually crossing over into architecture, landscape and industrial design proper. Acconci Studio treats architecture as an occasion for activity, making spaces fluid, changeable and portable. Among its completed projects are an artificial island in Graz, Austria, an adjustable gallery in New York, a clothing store in Tokyo and an elevated subway station in Coney Island.



5d

First exhibited at the 2006 International Design Biennale in Saint-Etienne, France, I REGRET acts as a sort of bandage for a tattoo that is no longer desired—a way to recognize a past error without removing it totally.

5.5 designers is a Paris-based design, research and consulting studio founded by Vincent Baranger, Jean-Sébastien Blanc, Anthony Lebossé and Claire Renard. Since their well-received inaugural project in 2003—called Réanim, it resuscitated objects through medical-like interventions—they have shown their work internationally and have created numerous installations alongside products for La Corbeille editions, Bernardaud, Salviati, Domestic and others. More than shaping objects, 5.5 designers emphasize conceptual rigor, honest and accessible consumption alternatives, and humor and simplicity, all the while questioning their role and status as designers. In 2007, the city of Paris awarded them the Grand Prix de la Création for their body of work.



REGRET

EREY

e

ERey, a.k.a. Aladdin, is a tattoo and graffiti artist from the Bay Area who now lives and works in Miami Beach. His work as an artist has been widely exhibited and has also included movie and television sets, backdrops for the first Lollapalooza concert, posters for the NBA and commissions from the cities of San Jose, San Francisco and San Mateo, California. He has appeared in three music videos (Trick Daddy, Da Brat, Roy Jones Jr.) and has inked Gangstarr, Dennis Rodman and others.

lr

Lenny Rodriguez is a professional tattoo artist and native of South Florida. He is inspired by many things, from music, books and spirituality to graffiti, lettering and religious iconography. Though he began working as an engraver, through the arts, he early on came to love tattoos and the culture surrounding them. He now lives in the same house he grew up in with his wife and two kids and works full-time at the Kendall, Florida, parlor of Tattoos By Lou.

SPECIAL THANKS

st

Kimberly Oliver
Wava Carpenter
Ambra Medda
Tom Scott
Tim Dubitsky
P. J. Casey, cite
René Clément
Louis Gagnon
Anthony van den Bossche
Furnishings provided by:



For appointments or questions:
646.298.1172 917.363.6957 aslongasitlasts@gmail.com