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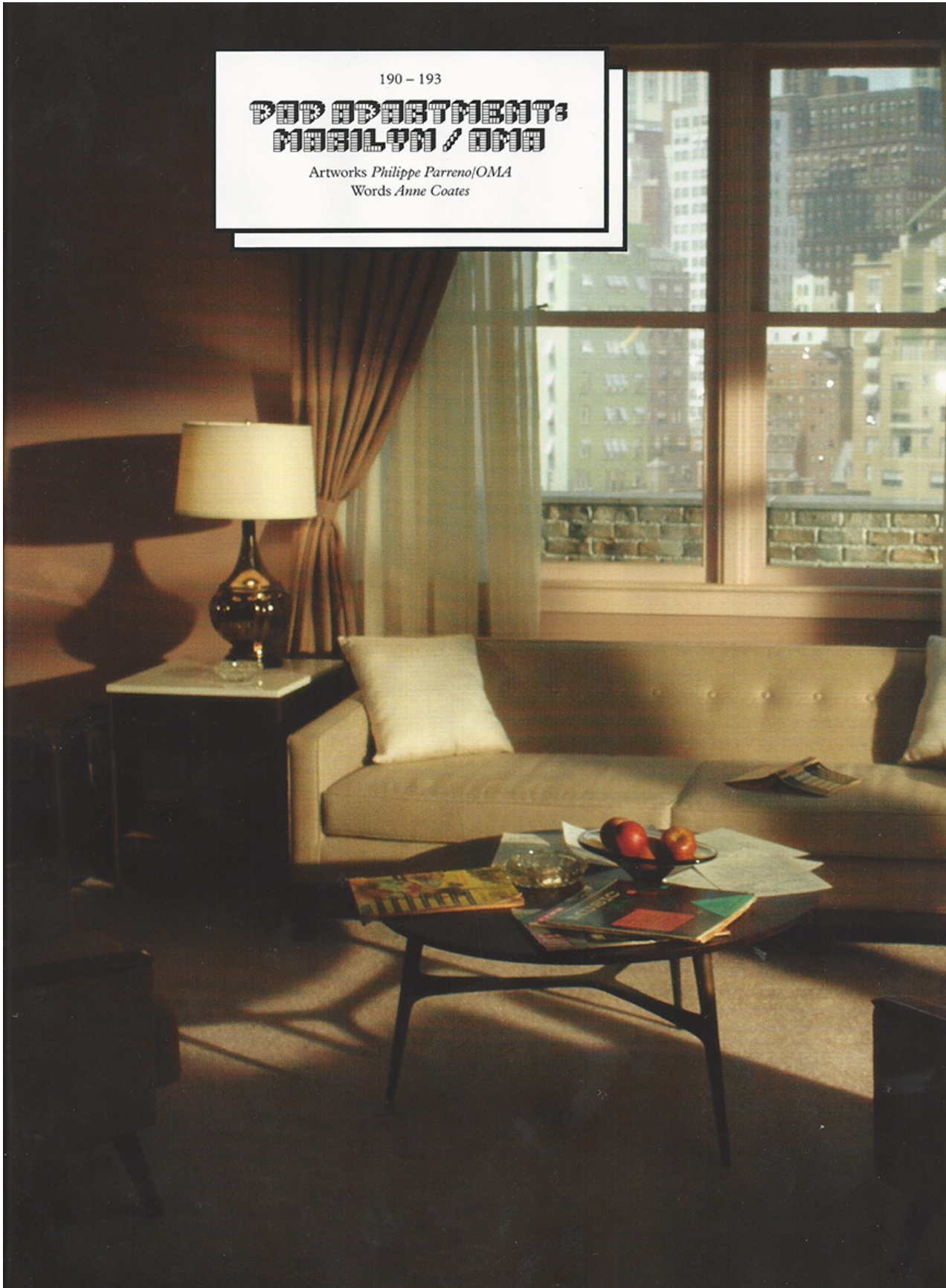
POP ART NOW!

How Allen Jones repositioned
Kate and became the
Gold Standard

190 – 193

POP APARTMENT: MANSION / OMA

Artworks *Philippe Parreno/OMA*
Words *Anne Coates*





Previous spread:

A highlight of the Venice Biennale where it's been showing in the Palazzo Grassi, Philippe Parreno's *Marilyn* will reach a wider audience from October at the Palais de Tokyo in Paris. In this incredible film work, we see the world through Marilyn Monroe's eyes as she moves around the Waldorf Astoria hotel apartment she lived in. Parreno has recreated every last detail of this suite, a masterpiece in interior recreation. While the camera acts as Marilyn's eyes, a robot has been trained to recreate her voice and another to reproduce her handwriting. Parreno comments that he wants the work to resemble a seance, an effect that was achieved in art world screenings in both Basel and Venice. "I basically developed three machines to bring her back to life", Parreno says. "What killed Marilyn was the relationship she had with the picture, with her own image. This film looks at that."

Marilyn shows as part of Philippe Parreno Anywhere, Anywhere Out Of The World at Palais de Tokyo, Paris from October 23 to January 13

This spread:

The urban non-apartments of AMO/OMA/Prada first appeared at both the Men's and Women's shows in Milan, however their minimal and skeletal nature was writ large with the YouTube launch of *Prada Real Fantasies* in August. One of the truly great fashion films of the new media era. Prada now really showed off their classy set builds, the hyper-real yet deliberately surreal urban dwellings now lifting apart and reconfiguring as chic figures wandered between shots. In truth we don't know if we're more obsessed with the clothes, these apartments or the recurring Hitchcock-esque dream motifs (Siamese cat, whirling fans, flocks of birds, pre-flat screen televisions). The OMA non-apartment has existed in a polished present, a colour field future and as apocalyptic premonition. The arty stylings run deep. Readymade shadows in windows that may not be windows (or shadows for that matter) take Prada right back to Duchamp/Man Ray for a digital future. These are apartments of illusion not of cool *Wallpaper, where nothing is as it seems. Except the hair, which is wet. At least, we think it is...



