

# SIDE GALLERY

**SAM CHERMAYEFF (1981)**



## **Ashtray**

From the series "Beasts"  
Produced in exclusive for SIDE GALLERY  
Manufactured by ERTL und ZULL  
Berlin, 2021  
Brushed steel

## **Measurements**

22 cm x 17 cm x 200h cm  
8,6 in x 6,6 in x 78,7h in

## **Edition**

9 + 1AP

## **Essay/Concept**

Through a new series of works, tentatively named "Beasts" and developed exclusively for Side gallery, Berlin based architect Sam Chermayeff continues to reimagine the particular applications of furniture elements. A chair is a desk, a hutch is place to put on shoes and make-up, a sofa is a place to face ones interlocutor and so on. Each piece endeavors to engender a new relationship between our diverse physicalities and our everyday lives. In some cases we use these pieces alone and in others they bring us together. We understand ourselves through our interactions with the pieces and we commune with others. Made entirely of galvanized steel, this series is taking a further step by quite literally sharpening our connection to the work. It is reflective and as such we see ourselves. Its forms come from typologies that we understand intuitively. A table is still a table, even if it is also a light that supports its reflecting surface. This reflection might make the object disappear while its function, eating, working and so on come to the fore. It also makes us, doing those things, appear.

## **Bio**

Sam Chermayeff (New York City, 1981) is an architect, and furniture designer based in Berlin and New York City. As well as running his personal practice, Sam Chermayeff Office, he also cofounded the office June 14 Meyer-Grohbrügge & Chermayeff. As a young architect, Chermayeff worked for SANAA in Tokyo for more than five years, leading projects such as the Serpentine Pavilion and the curation of the Venice Biennale.

Over the last two decades, Sam Chermayeff has undertaken a number of experimental projects related to the development of his personal experiences in both architecture and, furniture design. Of particular relevance, in 2015, he developed two new furniture typologies, a bed and a kitchen, both which literally represent the idea of community – or if you like, 'joint venture'.