



# **"BEASTS"**

**by Sam Chermayeff**

OCTOBER 15 - DECEMBER 22 2021

## **SIDE GALLERY**

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Side Gallery, established in Barcelona and founded in November 2015 works with international design of the twentieth century, as well as contemporary design. The gallery focuses on Latin American historical design from countries such as Brasil, Mexico, or Venezuela, primarily concentrating on the work of Oscar Niemeyer, Geraldo de Barros, Lina Bo Bardi, Luis Barragán, Antonio Bonet and Joaquim Tenreiro, but also with a special sensibility for Spanish and Italian design of the past century and rare pieces by relevant architects worldwide.

For its contemporary design projects, the gallery invites international designers, architects and contemporary artists to re-think design and handcraft traditions through ethnographic methods proposing a dialogue between two centuries to develop limited-edition works, commissioned and produced exclusively.

Committed to innovation and tradition, the gallery collects, preserves, and promotes modern and contemporary design, whilst exploring ideas across cultures through different initiatives and collaborations.

In addition to presenting a dynamic schedule of gallery exhibitions, Side Gallery proposes site-specific interventions worldwide at singular architectural landmarks working with renowned curators and offering a rereading of the lines between architecture, art and design.

The gallery regularly collaborates with museums, public institutions, foundations and private collections to support and promote its artists. In conjunction with these collaborations Side Gallery develops publications on the designers it represents contributing to the promotion of their work, alongside frequent lectures.

Side Gallery has two locations with the mission to create spaces that transmit the gallery's spirit. A former nineteenth century pasta factory in the beach district of Poblenou in Barcelona, as well as a countryside extension in the Catalanian region of Empordà-Costa Brava, where a magnificent fifteenth century palace, once belonging to the local Bishop, hosts the gallery's seasonal exhibitions.





## **Sam Chermayeff**

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.

Both June 14 and his private office are engaging in a wide range of projects including furniture. Sam's very first furniture design, Star Bench, created in collaboration with Johanna Meyer-Grohbrügge, was developed on the occasion of an exhibition, the group show "F-Utility?", curated by porter Clark at the Land of Tomorrow Gallery in Lexington, Kentucky, in 2010. Built in two parts and assembled onsite around an existing steel column, that could potentially be a tree trunk in a park – the bench is simple and effective. The Star-shaped seat, made of six irregular sized tips welded on a dozen thin poles, marked a meeting point. Rather than an average orthogonal bench, it allowed and increased the number of people to talk, facing one another from multiple positions, resulting in an optimized way of communicating and, above all, forming a community.

Another early furniture design, was the so called Ad Reinhardt SANAA chair. It was assembled by Chermayeff in 2013 as a unique piece, blending gets another, yet transcultural meaning. Here, he has used the iconic and nameless chair of his former employers, the Tokyo architecture firm Kazuyo Sejima + Ryue Nishizawa / SANAA – a sparse chrome steel chair designed for the Japanese Pavilion at the 8th Venice Architectural Biennale in 2002, at the time curated by Arata Isozaki – and mounted on a backrest an original work by the artist Ad Reinhart, the multiple – titled 9 Square made in 1961, a canvas with resin cast in an aluminum frame that Sam found in the attic of his grandfather Serge's house. This very object, not only interconnects two continents, and generations, it also amplifies, condenses, the 'infinite' of the polished, mirrored seating with the 'black hole' of the back rest.

From 2015 onwards, Sam Chermayeff developed two new furniture typologies, a bed and a kitchen, both which literally represent the idea of a community – or, if you like, 'a joint venture'. His Triangular Bed, by surface 40% larger than an average double bed and occupying more than 4.5m<sup>2</sup>, can easily be considered a room of one's own, a hermaphrodite, existing between a service area and a playground that is obviously destined for more than one purpose, be it to rest, relax, have sex or to sleep. The design is taken to such a height that even the bed linen is bespoke, including

triangular couture pillows. If the Triangular Bed stresses a common use, the individual elements for the Free Kitchen seem to form a community in itself. Developed first as a prototype ensemble for the architect's own use, basically designing unique single plinth and stands with specific heights and proportions for some of his own kitchen gear, (toaster, sink, bin, fish tank, etc), and combining them with kitchen furniture, such as the dishwasher, fridge, stove, shelf, and table, the kitchen-concept itself became somehow freestanding, if not liberated. The Free Kitchen, offers a true innovation, actively interacting with other areas of our habitat.

Having so far realised some 50 furniture prototypes, small series and custom-made equipment, from a bathtub stand that includes a massive granite stone to a bespoke steel stool for a concert piano player, from a tiny stove to a monumental street light table, Chermayeff continues to reimagine the use of furniture pieces. Opening on the 15th of October 2021, Chermayeff will present a new body of works, *Beasts*, in his first solo exhibition at Side Gallery in Barcelona. The body of work is both a continuation and departure of his previous works. Each of the twenty plus works is a body that invites our bodies to inhabit specific settings. 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.

Alongside his architecture and furniture design, Chermayeff has taught at the Dessau Institute of Architecture, Columbia University and currently teaches at Cornell University among other institutions. In 2020 he published *Creatures [et al.] with apartamento*, a book that looks back through nearly two decades of experimental projects undertaken by the Berlin based architect.







Side Gallery is delighted to announce its first solo exhibition with the acclaimed Berlin based architect Sam Chermayeff (New York City, 1981). Through this new series of works, tentatively named "Beasts", Chermayeff draws on intuition in relation to the creation of furniture.

The series serves as both a continuation and departure from previous projects, thinner and more refined, the joints are articulated through slender edges, perceiving the collection, above all the triangular daybed, to be delicate and fragile, poised on a fine equation of mass, balance and structure. The delicacy of the objects is opposed by the fierce use of galvanized steel, of which the majority of the collection is composed. This roughness of materiality is juxtaposed by the precision of reflective elements, whose surfaces exude an air of abstraction from the plain readability of standard typologies.

Each of the twenty plus works, invites our bodies to inhabit specific settings. 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 physicality 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.













Sam Chermayeff Office has been working on the idea of the body in relation to our use of furniture for a long time. This show is no different but as a series, distilled here, it is taking a further step by quite literally sharpening our connection to the work. 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.

We are expected to use these things, to put our lives onto and into them. They are called beasts because we must take the last step of their creation.

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’. His Triangular Bed, by surface 40% larger than an average double bed and occupying more than 4.5 square meters, can easily be considered a room of one’s own, a hermaphrodite, existing between a service area and a playground that is obviously destined for









more than one purpose, be it to rest, relax, have sex or to sleep. The design is taken to such a height that even the bed linen is bespoke, including triangular couture pillows. If the Triangular Bed stresses a common use, the individual elements for the Free Kitchen seem to form a community in itself. Developed first as a prototype ensemble for the architect's own use, basically designing unique single plinths and stands with specific heights and proportions for some of his own kitchen gear, (toaster, sink, bin, fish tank, etc), and combining them with kitchen furniture, such as the dishwasher, fridge, stove, shelf, and table, the kitchen-concept itself became somehow freestanding, if not liberated. The Free Kitchen offered a true innovation, actively interacting with other areas of our habitat. It was the development of these two typologies that have since led to the development some 50 furniture prototypes, whose use, appearance, or application has been reimagined and readapted, each piece created by an intuition to create a more versatile domestic landscape.







## WORKS

# SIDE GALLERY

SAM CHERMAYEFF (1981)



## Dining table

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

## Measurements

358 cm x 80 cm x 220h cm (74,5 cm table height)  
140,9 in x 31,5 in x 86,6h in (29,3 in table height)

## Edition

9 + 1AP

## Details

Dining table chairs designed  
by ERTL und ZULL & Sam Chermayeff

## 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

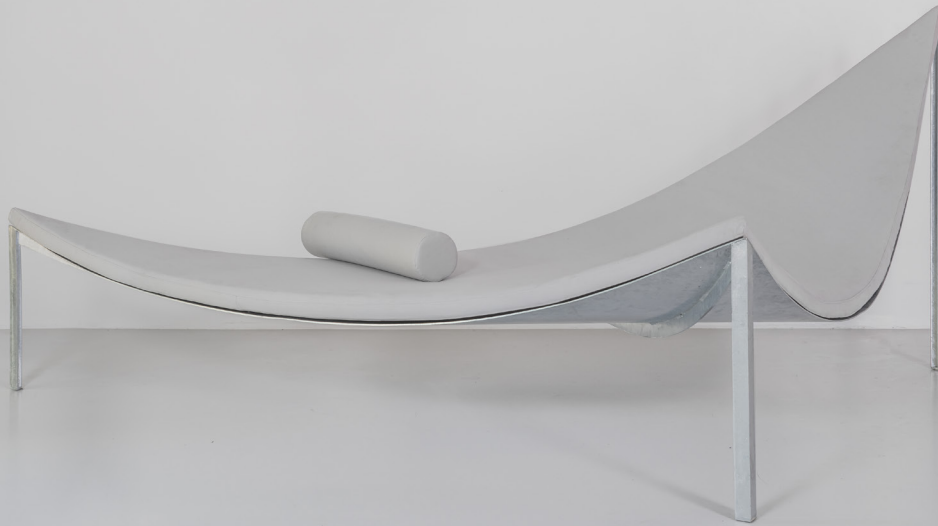
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Over the last two decades, Sam Chermayeff has undertaken a number of experimental projects related to the development of his personal experiences in both architecture and, furniture design. Of particular relevance, in 2015, he developed two new furniture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



# SIDE GALLERY

SAM CHERMAYEFF (1981)



## Triangle Chaise Sofa

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

## Measurements

314,3 cm x 208,4 cm x 120h cm  
123,7 in x 82 in x 47,2h in

## Edition

9 + 1AP

## Essay/Concept

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# SIDE GALLERY

**SAM CHERMAYEFF (1981)**



## **Streetlight Table**

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

## **Measurements**

261,4 cm x 140 cm x 198,1h cm (18 cm table height)  
102,9 in x 55,1 in x 78h in (7 in table height)

## **Edition**

9 + 1AP

## **Essay/Concept**

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# SIDE GALLERY

**SAM CHERMAYEFF (1981)**



## **Patio Furniture Double Sun Chair**

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

## **Measurements**

200 cm x 150 cm x 89,3h cm (38,5 cm seat height)  
78,7 in x 59 in x 35,2h in (15,1 in seat height)

## **Edition**

9 + 1AP

## **Essay/Concept**

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# SIDE GALLERY

SAM CHERMAYEFF (1981)



## Triangle Side Table Kugel Light

From the series "Beasts"

Produced in exclusive for SIDE GALLERY

Manufactured by ERTL und ZULL

Berlin, 2021

Galvanized steel, mirror

## Measurements

68,5 cm x 42,9 cm x 220h cm (48,3 cm table height)

26,96 in x 16,9 in x 86,6h in (19 in table height)

## Edition

9 + 1AP

## Essay/Concept

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# SIDE GALLERY

**SAM CHERMAYEFF (1981)**



## **Tube Light Daybed**

From the series "Beasts"

Produced in exclusive for SIDE GALLERY

Manufactured by ERTL und ZULL

Berlin, 2021

High polished steel, galvanized steel, upholstery

## **Measurements**

200 cm x 120 cm x 150h cm (38,5 cm seat height)

78,7 in x 47,2 in x 59h in (15,1 in seat height)

## **Edition**

9 + 1AP

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# SIDE GALLERY

**SAM CHERMAYEFF (1981)**



## **Chair With Table Attached**

From the series "Beasts"

Produced in exclusive for SIDE GALLERY

Manufactured by ERTL und ZULL

Berlin, 2021

Galvanized steel, mirror, upholstery

## **Measurements**

118 cm x 135,5 cm x 80,3h cm (44,7 cm seat height)

46,4 in x 53,3 in x 31,6h in (17,6 in seat height)

## **Edition**

9 + 1AP

## **Essay/Concept**

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# SIDE GALLERY

**SAM CHERMAYEFF (1981)**



## **Club Chair**

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

## **Measurements**

95 cm x 69 cm x 75,5h cm (33,7 cm seat height)  
37,4 in x 27,2 in x 29,7h in (13,3 in seat height)

## **Edition**

9 + 1AP

## **Essay/Concept**

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# SIDE GALLERY

## SAM CHERMAYEFF (1981)



### Sideboard

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

High polished steel, white powder-coated steel

### Measurements

130 cm x 30 cm x 145h cm (45 cm table height)  
51,2 in x 11,8 in x 57,1h in (17,7 in table height)

### Edition

9 + 1AP

### Essay/Concept

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# SIDE GALLERY

SAM CHERMAYEFF (1981)



## Storage with Side Table

From the series "Beasts"

Produced in exclusive for SIDE GALLERY

Manufactured by ERTL und ZULL

Berlin, 2021

Galvanized steel, white powder-coated steel

## Measurements

124 cm x cm x 220h cm (74 cm table height)

48,8 in x in x 86,6h in (29,1 in table height)

## Edition

9 + 1AP

## Essay/Concept

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# SIDE GALLERY

**SAM CHERMAYEFF (1981)**



## **Standing Lamp**

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

## **Measurements**

40 cm x 30 cm x 190h cm (90 cm table height)  
15,7 in x 11,8 in x 74,8h in (35,4 in table height)

## **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.

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# 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

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# SIDE GALLERY

**SAM CHERMAYEFF (1981)**



## **Chair With Umbrella**

From the series "Beasts"  
Manufactured by ERTL und ZULL  
Berlin, 2021

Galvanized steel, high polished steel, upholstery

## **Measurements**

90,8 cm x 51 cm x 210,7h cm (48 cm seat height)  
35,74 in x 20,07 in x 82,9h in (18,9 in seat height)

## **Edition**

9 + 1AP

## **Essay/Concept**

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# SIDE GALLERY

**SAM CHERMAYEFF (1981)**



## **Chair With Light**

From the series "Beasts"

Produced in exclusive for SIDE GALLERY

Manufactured by ERTL und ZULL

Berlin, 2021

Galvanized steel, high polished steel, upholstery

## **Measurements**

90,8 cm x 51 cm x 185,6h cm (48 cm seat height)

35,7 in x 20 in x 73h in (18,8 in seat height)

## **Edition**

9 + 1AP

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# SIDE GALLERY

**SAM CHERMAYEFF (1981)**



## **Buffet Seat**

From the series "Beasts"

Produced in exclusive for SIDE GALLERY

Manufactured by ERTL und ZULL

Berlin, 2021

White powder-coated steel, mirror, upholstery

## **Measurements**

90 cm x 60 cm x 100h cm (46,9 cm seat height)

35,4 in x 23,6 in x 39,4h in (18,5 in seat height)

## **Edition**

9+1AP

## **Essay/Concept**

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# SIDE GALLERY

SAM CHERMAYEFF (1981)



## Banana Hanger

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

## Measurements

21 cm x 21 cm x 57h cm  
8,2 in x 8,6 in x 22,4h in

## Edition

9 + 1AP

## Essay/Concept

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## **SIDE GALLERY**

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