

**APF LAB presents Marco Brambilla's "CATHEDRAL"**

Public reception: **5:00-7:00**, Thursday, December 11- 27

(the work is on 24 hours and viewable from street)

APF LAB, 15 Wooster



Marco Brambilla's new work, "Cathedral", deals with the spectacle of contemporary consumerism. The work is inspired by the time study work of Frederick Winslow Taylor and the motion study work of Frank and Lillian Gilbreth dating from the American industrial revolution in the late 19th century.

"Cathedral" was filmed in The Eaton Center shopping mall in Toronto, Canada during the Christmas holidays in 2006. Christmas shoppers are shown during "rush hour" - in constant motion, dozens of escalators and elevators serving as arteries carrying them from one purchase opportunity to the next. Shoppers circulate from store to store where familiar brands act as signposts in an otherwise disorienting landscape.

Mega malls have become retail cities; self-contained environments offering the consumer a complete lifestyle experience - sharing a common language regardless of their geographic location. Marco Brambilla is represented by Christopher Grimes Gallery.

Special thanks to Soho Mews for generously donating the space to Art Production Fund.

For further information please email [staff@artproductionfund.org](mailto:staff@artproductionfund.org)