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PERONI NASTRO AZZURRO & ART PRODUCTION FUND ANNOUNCE
THIRD ANNUAL HOUSE OF PERONI
Immersive Art Installation Showcases Future of Contemporary Style

NEW YORK (September 26, 2018) – Peroni Nastro Azzurro, Italy’s No.1 premium beer, is bringing back House of Peroni for the third consecutive year. An annual multi-city event, House of Peroni brings style to the world of beer as it celebrates a dynamic mix of forward-thinking artists and creatives.

Curated by non-profit organization Art Production Fund, which presents art to the public nationwide, the pop-up experience will feature an interactive installation from renowned artist and architectural designer, Jenny Sabin and her practice, Jenny Sabin Studio, that will showcase contemporary design and the evolution of creative expression. In addition, interactive curated events across art and culture will be offered to visitors within the space. House of Peroni will kick off October 19 – 20 in New York City’s West Village before traveling to Los Angeles, Miami, and Washington, D.C., for a series of one-day events throughout November.

“Following the past two years, we’re excited to continue expanding House of Peroni throughout the U.S.,” said David Schmid, senior director of marketing for Peroni Nastro Azzurro in the U.S. “Art Production Fund shares our mission to champion the arts and applies a modern outlook to everything they do. In their expertise and through Jenny Sabin Studio, House of Peroni is shifting from a focus on contemporary Italian style to a more expansive outlook on creative expression. Our brand ideals have been brought to life in an incredibly unique way we haven’t yet seen.”

Sabin, also a Cornell professor of architecture and winner of the 2017 Museum of Modern Art’s PS1 Young Architects Program, is widely known for her work that fuses together advancements in science, responsive materials, and their interactions with the world around us. Her creation for House of Peroni, titled LUSTER, will reflect the shift towards a brighter, sustainable and more cooperative future that’s being forged through collaboration across disciplines. LUSTER is a full-service bar, designed with a transformative, lightweight canopy structure made of responsive tubular and cellular components. Complete with a lounge, high-top tables and seating, it is both a futuristic artwork and fully operational space that people can interact and engage with, and where they can find inspiration.

“We’re excited to be working with House of Peroni and Art Production Fund on this project, as it embraces collaboration and aims to provide a unique venue for artists and designers to share their work with diverse audiences in multiple cities,” said Jenny Sabin, principal of Jenny Sabin Studio. “We’re pleased to have the opportunity to design and produce the immersive environment that these exciting events and gatherings will take place in.”

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The adaptive piece employs textiles, photoluminescent materials, and solar fibers that absorb, collect, and deliver light for an environmentally responsive structure. The knitted canopy filters light to cast dynamic shadows on the ground floor, immersing visitors in a range of radiant light that changes throughout the night and day. By uniting various functional elements, LUSTER explores new paths for innovative architecture that seeks to be interactive, mindful, socially engaging and ever changing.

“We’re thrilled to be curating House of Peroni, as Peroni shares our passion for providing a platform for artists to share their work in the public realm,” said Casey Fremont, executive director of Art Production Fund. “The 2018 installment is progressive and showcases the positive future to be found in creative collaboration. We’re honored to be pioneering this vision and bringing it to life across the U.S. alongside Peroni.”

Originally debuting in London in 2013, House of Peroni arrived in the U.S. in 2016. Since then, photographer and filmmaker Francesco Carrozzini and GRAMMY award-winning musician and artist St. Vincent have acted as curators in the U.S., using their own unique approach to celebrate and provide a platform to leaders in art, culture, and design while emphasizing the Italian roots of Peroni.

For more information, please visit http://www.houseofperoniusa.com/
@PeroniUSA #HouseofPeroni

About Peroni Nastro Azzurro
Peroni Nastro Azzurro, Italy’s No. 1 premium beer, is a crisp, refreshing lager that exudes Italian style. In 1963, a time when some of today’s most distinguished Italian brands were coming to prominence on the world stage, the Peroni family envisioned a more sophisticated beer built on a foundation of excellence. The result was a refined beer with a pale, golden color that juxtaposed the darker lagers of the age, and offered a distinctive, crisp, and refreshing taste with a balanced aroma; the perfect complement to the flavorful foods of the Mediterranean. Arriving in the United States in 2005, and enjoyed across six continents today, the iconic Italian lager has since won over tastemakers and trendsetters looking for a fresh, clean beer that complements their style. Its name derives from the prestigious SS Rex that became an emblem of honor and notability across Italy in 1933 as the only Italian ship to ever receive the ‘Nastro Azzurro,’ or blue ribbon, award. Thus, the embedded blue ribbon on the label symbolizes the style and distinction of quality that Italy has been exporting ever since. Today, the brand’s history, taste, design and partnerships with well-known Italian chefs, designers and exclusive fashion events continues to reinforce the beer’s stylish Italian heritage. For more information, please visit www.peroniitaly.com

About Art Production Fund
ART PRODUCTION FUND is a 501(c)(3) non-profit organization dedicated to commissioning and producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art. Past projects include: Elmgreen & Dragset, “Prada Marfa,” Valentine, TX, Ugo Rondinone, “Seven Magic Mountains,” Las Vegas, Jeff Koons, “Seated Ballerina,” Rockefeller Plaza, NYC, Zoe Buckman, “CHAMP,” LA. For more information, please visit artproductionfund.org / @ArtProductionFund

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About Jenny Sabin
Jenny E. Sabin is an architectural designer whose work is at the forefront of a new direction for 21st century architectural practice — one that investigates the intersections of architecture and science, and applies insights and theories from biology and mathematics to the design of material structures. Sabin is the Arthur L. and Isabel B. Wiesenberger Professor in Architecture and Director of Graduate Studies in the Department of Architecture at Cornell University where she established a new advanced research degree in Matter Design Computation. She is principal of Jenny Sabin Studio, an experimental architectural design studio based in Ithaca and Director of the Sabin Lab at Cornell AAP. Sabin holds degrees in ceramics and interdisciplinary visual art from the University of Washington and a master of architecture from the University of Pennsylvania. She was awarded a Pew Fellowship in the Arts 2010 and was named a USA Knight Fellow in Architecture. In 2014, she was awarded the prestigious Architectural League Prize. Her work has been exhibited internationally including at the FRAC Centre, Cooper Hewitt Design Triennial, and most recently as part of Imprimer Le Monde at the Pompidou. Her book LabStudio: Design Research Between Architecture and Biology co-authored with Peter Lloyd Jones was published in 2017. Last year, Sabin won MoMA & MoMA PS1’s Young Architects Program with her submission, Lumen.

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