

## Toiletpaper Lounge

Maurizio Cattelan & Pierpaolo Ferrari

November 12, 2021– February 25, 2022

Opening hours: Friday, 11 am – 6 pm  
and by prior arrangement.

**Damian and Melanie Grieder-Swarovski, Raymond J. Bär and Carolina Müller-Möhl are delighted to present the Toiletpaper Lounge with exceptional pieces by Maurizio Cattelan and Pierpaolo Ferrari, alongside Italian brands Gufram and Seletti. The unique world of Toiletpaper, with its surrealist and quirky pictorial language, will be implemented in material form and in all its visual wealth. A site-specific project that will be brought to life again after its last view in the Foundation Beyeler booth at Art Basel Miami in 2016. The installation will feature diverse decorative elements such as lamps, sofas, carpets, soap couches, tomb-stone stools, cushions and wallpaper design.**

Ever since the 1990s, Maurizio Cattelan has been making headlines in the art world, surprising and astonishing the public and the cultural establishment with his provocative, critical but also humorous sculptures. In 2009 he started collaborating with fashion photographer Pierpaolo Ferrari to create one of the most explosive magazines that the art world has ever seen: TOILETPAPER, with eclectic assemblages of „found images“ taken from the internet and other publications. Mixing consumer items, food and animals of all kinds, Cattelan and Ferrari developed the fearless and unmistakable aesthetic of the magazine. In fact, breaking down prevailing codes of fashion, advertisement and cinema is the duo’s leitmotifiv.

*“Image recycling is our inspiration. TOILETPAPER is the new frontier of media and creative eco-sustainability. We take all the visual entropy produced in a schizophrenic way and we channel it into a new identity”*

This new identity has been expressed by the artists in the form of a magazine, a format that they chose in order to ensure the images circulate among the widest possible audience.

TOILETPAPER became an immersive installation for the first time in September 2016, on the occasion of Fondation Beyeler’s Gala „Super Ball“ intended to raise money to support the exhibition programming. Under Cattelan and Ferrari’s guidance, the museum was transformed into a veritable wonderland. *Toiletpaper Lounge* at Grieder Contemporary features one of the rooms of the original installation at Fondation Beyeler (which was auctioned off), together with new pieces of furniture and decorative elements created for the exhibition.

Cattelan and Ferrari found in Gufram a partner to produce unconventional furniture, reinterpreting the irreverent pop spirit of radical design in a contemporary key. Seletti’s collaboration with the artists has managed to augment that fantastical and hyper-colored setting with a series of unconventional home objects.

Grieder Contemporary presents *Toiletpaper Lounge* for the first time in a gallery setting (the project was last shown at Fondation Beyeler’s booth at Art Basel Miami in 2016), and it materialises the unique world of TOILETPAPER in the gallery space, with all the visual abundance of its bold aesthetics.

## About the Artists

**Maurizio Cattelan** (\*1960, Padua, Italy) Lives and works between Milan and New York. Known primarily for his hyperrealistic sculptures and installations, Cattelan's practice also includes curating and publishing.

His monographic exhibitions and projects have been presented by major international institutions, including Blenheim Palace, Oxfordshire (2019), Solomon R. Guggenheim Museum, New York (2016 and 2011), Fondation Beyeler, Riehen/Basel (2013), The Menil Collection, Houston (2010), Kunsthaus Bregenz (2008), MMK Museum für Moderne Kunst, Frankfurt (2007), among many others. Cattelan has also participated in major group shows, including the Yokohama Triennale (2017 and 2001), Venice Biennale (2011, 2009, 2003, 2001, 1999, 1997 and 1993), Gwangju Biennale (2010), Biennale of Sydney (2008), and Whitney Biennial, New York (2004)

**Pierpaolo Ferrari** (\*1971, Milan, Italy) is a renowned Italian photographer active in the realms of fashion and art photography. Collaborations include Wallpaper\* magazine, Kenzo Paris, Maison Kitsuné, Moschino, Trussardi and others. In 2010 Ferrari co-founded bi-annual art magazine Toiletpaper with artist Maurizio Cattelan. His art is instantly recognized by its colourful surrealism. Working for agencies like BBDO and Saatchi & Saatchi, he has made a name for himself shooting for international clients like Nike, Sony, Heineken, MTV, Mercedes Benz, Audi, and BMW.