



## Brazilian Architect Isay Weinfeld on His First U.S. Survey and Future iPhone App

Employing his little-known penchant for filmmaking (his favorite filmmaker being the Danish, cringe-inducing Lars von Trier) and the in-house production team at his São Paulo-based firm, Weinfeld created a series of 13 minute-long films that zoom in and out of his best-known works. We take a tour of São Paulo, first through the interior of the surreal Casa Cubo, the light-filled home of floating staircases where only art lives, then move on to the bustling streets to behold the groundbreaking 360 Building rising above the city (this is set to a Samba score). For a minute inside his Livraria da Vila bookstore, we witness a choreographed succession of lights revealing the sinuous rows of bookshelves. (And after the show, they're all going mobile; a total of 80 project-based films will roll out one by one every two weeks once his iPhone app, "I.W.," launches in December.)

Projected onto a single blank canvas — technically the freestanding bathroom's exterior wall — the presentation reads as both vibrant and modest, much like Weinfeld's architecture of clean, unadorned forms delivered in rich materials. His 2006 Toto bar, on view at Espasso fully stocked, is another example: its mirror-like, stainless steel surfaces are tempered by the warmth of various Brazilian woods. The liveliness permeating "A to Z" is even more pronounced in comparison to the Brazilian design show taking place concurrently down the street: Gordon Veneklasen's less inspired survey of the late Joaquim Tenreiro, who, like Weinfeld, translated European modernism into a more tropical vernacular. At R 20th Century, the midcentury designer's chairs efficiently fill the gallery to the brim in a lifeless procession, thanks to an Annabelle Selldorf exhibition design that Veneklasen has only described as "logical."

"I'm always looking to the purity of lines," Weinfeld said, "but with a warm feeling, never the cold sensation that you see in magazines. I like to mix and have contrast: modernism and warmth, polished materials and rustic materials. I like opposites," he continued. "I'm a Libra."

Specially made for the exhibition are also a cradle and coffin made from native Brazilian woods. The former, he shows illuminated in a pitch-black room, the latter in an adjacent white one flooded with light. Like the title, their juxtaposition conveys the sense of a complete arc that spans beginning to end: "It's what I think I should do in my career," said Weinfeld. "I spend all my life designing everything. I wouldn't do a building and not its interiors, or conversely the interiors of another architect. I like to do everything: A to Z, from the bottom up."