

Pin-up is delighted to present
the Summer Residency Exhibition

Lucy McRae

At last year's Venice Architecture Biennale – commenting on his project *Bio(tro)nic (Greenhouses)* for the international 'super studio' 100 Year City Maribor – architect and Professor Marjan Colletti described a design process in which "*experimentation, technology and progress do not exclude emotions, traditions and identity... [in fact this process] criticises pure parametric and algorithmic computerised [design] in favour of a poetic digital avant-garde.*"

These words resonant deeply when witnessing Lucy McRae's process as part of Pin-up Architecture & Design Space's Summer Residency, where she has spent the past month extracting a sequence from film and recreating it to form a conceptual lab and tangible spatial experience

Unlike Colletti, McRae is a pluralist straddling the worlds of design, architecture, science, technology, dance and fashion. McRae describes her process as taking "the human body as a canvas, manipulating the body's natural structure to invent anatomical forms and adornments."

As a self described 'Body Architect', McRae creates startling, highly aesthetic yet unsettling cinematic worlds within which we can clearly envisage how the "poetic avant-garde" may collide with a distinctly personal experience. At Pin-up McRae harnesses the opportunity of the Residency to present Swallowable Parfum® Live Lab – a digestible luxury product that reacts to one's own body chemistry to exude a bespoke scent through the pores of the skin.

At the frontier of bio-technology speculation, Swallowable Parfum® forges new ground extending our relationship with the natural processes of the body and the future of genetic enhancement. Here, McRae creates the conceptual interior of the 'live lab' where a scent is developed as exclusively one's own – reacting to an individual's genetic makeup and mutating to reveal a unique 'you'.

McRae's work sits firmly within an international context – the work of other designer practitioners – Pia Ednie-Brown, Rachael Armstrong, François Roche amongst others spring to mind – and, yet McRae's process takes a marked departure from a highly cerebral, computational, architectural response. Instead, she takes a hands-on 'maker' approach with a surprisingly low-tech practicality in testing materials and methodologies to create a highly visual output.

DETAILS

Opening

Concept salon launch:
Wednesday 27 March 6–9pm.
Biotechnology presentation
by Lucy McRae at 7pm sharp.

Dates

27–28 March
Hours
Wednesday–Friday 11am–6pm,
Saturday 12–5pm



Through this powerful image making she creates intuitively incisive provocations that interrogate the role of biotechnologies in the future and question the manifestation of these technologies on our perception of self. In this way, there is perhaps more of a parallel with the attitude of Argentinean architect Hernan Diaz Alonso with whom film and image-making provide a powerful medium with which to express ideas of a new kind of beauty in the form of the grotesque.

At Pin-up, McRae confronts us with a startling, highly aesthetic yet unsettling conceptual vision. Her provocation asks us to think about how might we pursue a synthesis between our bodies and technology and how we can begin to seek a symbiosis based on environmental and artificial relationships that interact and constantly influence one another.

lucymcrae.net

Fleur Watson + Martyn Hook
Co-founders, Pin-up Architecture
& Design Project Space

About Pin-up Summer Residency Program

The annual Pin-up Summer Residency program provides an opportunity for architects, designers and artists to work in-situ within the Pin-up gallery over the summer period to reframe and expand upon an individual work or reflect upon a body of collective outputs.

In consultation with the Pin-up creative team, the output of the Summer Residency forms the first exhibition of the year and, in turn, builds upon a conceptual framework for further exchange towards future collaborative projects.

Address

The Compound Interest
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Collingwood

More Details

pinupprojectspace.com

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