



We Are FriendsWithYou Book

Published by Rizzoli, this colorful tome covers the duo's 12 year history of imagination, wonder and sheer joy

by Katie Olsen in Culture on 30 May 2014



Founded back in 2002 by Samuel Borkson and Arturo Sandoval III, contemporary art collective FriendsWithYou (FWY) has been delighting fans across the globe with their colorful and otherworldly creations ever since. From large-scale interactive installations to videos to little lamps made to brighten your home, the group makes just about anything—and oftentimes does so with the help of respected collaborators like Mumbleboy, Pharrell Williams and Misaki Kawai—with the aim of spreading "magic, luck and friendship."



Now Rizzoli has published a predictably saturated and eye-catching monograph, "We Are FriendsWithYou," that spans the collective's 12 year journey so far. The tome provides a glimpse inside the duo's imaginations and insight into their ever-growing, ever-joyous body of work. Including interviews with collaborator and friend, Williams; influence and inspiration, Alejandro Jodorowsky; and an insightful introduction, written by Peter Doroshenko, the overview provides a comprehensive peep into the alternate universe where candy colors, childlike wonder and sheer joy reign supreme. Even if readers have never seen FWY's work in the flesh, one flip through this impressive book will have the positive vibes permeating within.



"We Are FriendsWithYou" launches tomorrow, 31 May 2014, at LA's MOCA Grand Avenue and 5 June 2014, at New York's PK Shop at Paul Kasmin Gallery and is available for purchase worldwide through Amazon.

Photos by Graham Hiemstra

<http://www.coolhunting.com/culture/we-are-friends-with-you-book.php>