

ETERNAL OPTIMIST

Art

Culture

Design

Portraits

Society

Beauty

The Points

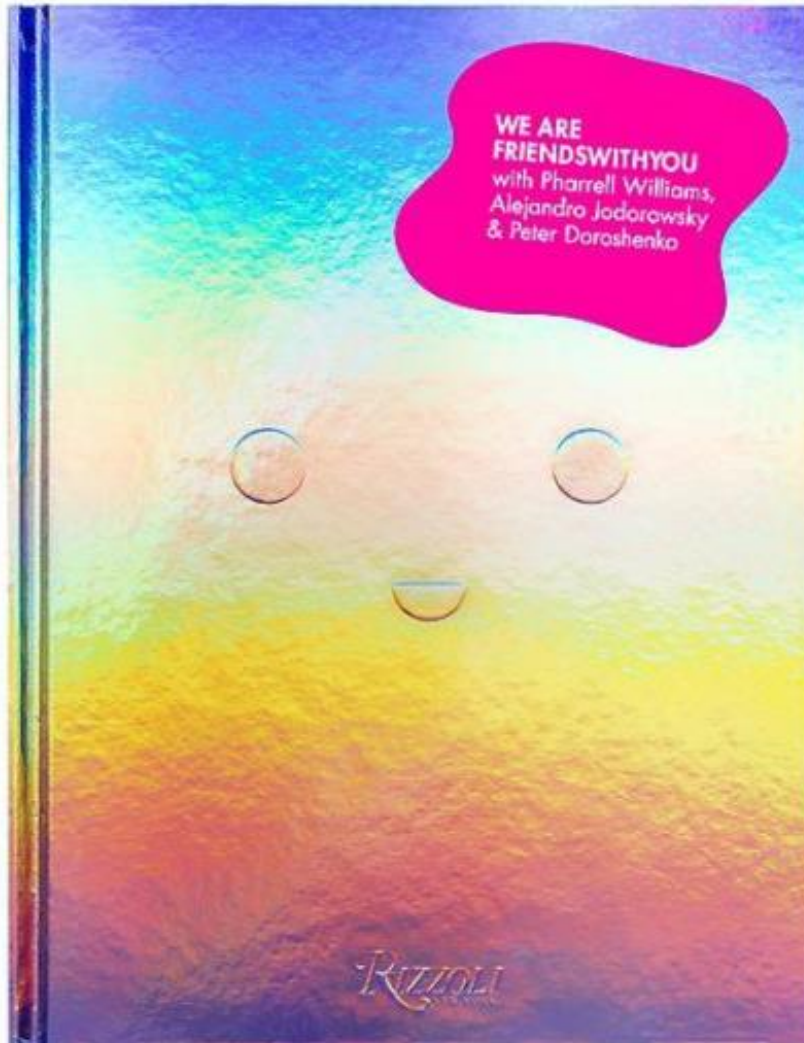
About

LITTLE CLOUD BY FRIENDSWITHYOU

published in: Culture

by: Christina Kalli

Wed, 2014-06-04 23:41



PK SHOP is pleased to celebrate the east coast release of ***We Are FriendsWithYou***, published by **Rizzoli**, featuring contributions by **Alejandro Jodorowsky**, **Pharrell Williams** and **Peter Doroshenko**. The comprehensive monograph traces the evolution of FriendsWithYou from the group's formation in 2002 by **Samuel Borkson** and **Arturo Sandoval III**. Expanding on their mission of connectivity and renewed experience, the artists invite their viewers to reconnect with and reinterpret their spirituality. **Using concepts from animism, the healing arts, modern rituals, and celebrated symbols, *FriendsWithYou* addresses the human need to relate to a communal experience and the importance of an internal connection through a spreading of consciousness.**



They have carefully instilled in their work the powerful ability to trigger thoughts of happiness, curiosity, and meaningful interaction. "These guys are more than just painters and sculptors, they are two really large proponents for experience, which is the ultimate wealth as a human being on this planet," notes longtime collaborator **Pharrell Williams**. *We Are FriendsWithYou* is a brightly colored and comprehensive monograph that explores the artists' journey from their early handcrafted art objects to their recent works experimenting with public installations, painting, sculpture, animation and published works. **This book reveals never before shared insight into the complete body of work from the art duo responsible for spreading the self-proclaimed "happy-virus."**



We are also happy to announce the release of **Little Cloud**, a new limited edition by artist collective **FriendsWithYou** designed in collaboration with Case Studyo. A functional art object in the form of a cloud—a recurring symbol in FriendsWithYou's body of work—*Little Cloud* serves as both a source of physical light and a tool for conscious illumination. The table-top lamp features multiple light intensities, ranging from cool to warm, and can be plugged into an outlet for continuous use or charged and used wirelessly. Measuring 12 x 8 inches, **the lamp's compact size allows for it to travel easily, serving as a "vehicle of light and unconditional love."** FriendsWithYou view the cloud emblem as "***an enduring symbol of love and guidance on a light-filled path.***"



Since forming FriendsWithYou in 2002, Samuel Borkson and Arturo Sandoval III have explored the realm of experiential art, developing a post-pop visual language that promotes "*magic, luck and friendship.*" The artists work in a variety of mediums including painting, sculpture, large-scale experiential installations, and live performances. They strive to affect world culture by cultivating special moments of spiritual awareness and powerful, joyous interaction. Based on concepts of **Relational Aesthetics**, the artists make work of the **Post-Internet era** by reinterpreting religious traditions, symbols and spiritual practices, and inverting solemn and serious ideas through the act of play to open a connection to the divine. The collaborative, immersive installations draw audiences to their magical world. FriendsWithYou's work has been exhibited at **Paul Kasmin Gallery's PK SHOP**, The High Line NYC, Art Basel Miami Beach, Galerie Emmanuel Perrotin, the Indianapolis Museum of Art, Berlin's Haus der Kulturen der Welt Museum, and Santa Barbara Contemporary Arts Forum, with artworks in the permanent collections of the Museum of Contemporary Art North Miami, the Goldman Family Collection and Montblanc Collection.

A book signing with the artists will be held at PK SHOP today, June 5th from 6-8pm. Advanced copies and Little Cloud will be available for sale from June 5th at PK SHOP and online at paulkasmingallery.com/shop.