

Redefining Success Beyond Money & Power

Take A Peek At The 'FriendsWithYou' Book, The Happiest Art Book Ever Created

The Huffington Post | By Priscilla Frank

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You know that unbridled giddiness you used to get from blowing out birthday candles, riding a swing or scoring an ice cream cone before dinner? That pure, joyful electricity that seems so far from the satisfaction that often characterizes adult happiness? *That* is the feeling you get from taking in a FriendsWithYou artwork.



FriendsWithYou, the artistic duo that is Samuel Borkson and Arturo Sandoval III, have been bringing jaw cramp-inducing smiles to the most jaded of art audiences since 2002. Guided by the mantra of "magic, luck and friendship," the artists craft monumental post-pop artworks that are part Takashi Murakami, part Yoko Ono, part Chuck E. Cheese. With works including inflatable bounce houses, rainbow cities and psychic stones, the artists dare you to stand and observe like a typical cynical New York gallery goer. It's pretty tough to do.

"We find that our work is in a gravitational dance with our own spiritual search and the mechanics of spirituality," FriendsWithYou (FWY) explained to The Huffington Post. "We are interested in how to work this into a public setting, in the experiential installations we undertake, and at a more personal level, by making the symbolically charged artifacts we produce."

In case you don't have the chance to see one of FWY's public works in the flesh, they've made the process of spiritual enlightenment through art all the easier by releasing a massive, shiny compendium of their work. It's called *We Are FriendsWithYou*, and, trust us, after flipping through its colorful pages, you really believe them.

"The book was built as an experience," the artists explain, "a transcendental vessel which contains ideas and explorations on our journey to redesign spirituality. For 12, going on 13 years we have been uncovering something the world needs most; friendship. At the core of our work lies the heart of this experiment; to let your guard down and be FriendsWithYou by being friends with yourself. Grow your own happiness and let it emanate from you like a hungry vine spreading and affecting everything in its path."



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Rainbow Valley 2



Buddy Chubb



Mushroom Bounce House Rainbow City



The Boy



I See You



Sonic Goo



Starburst



Starburst



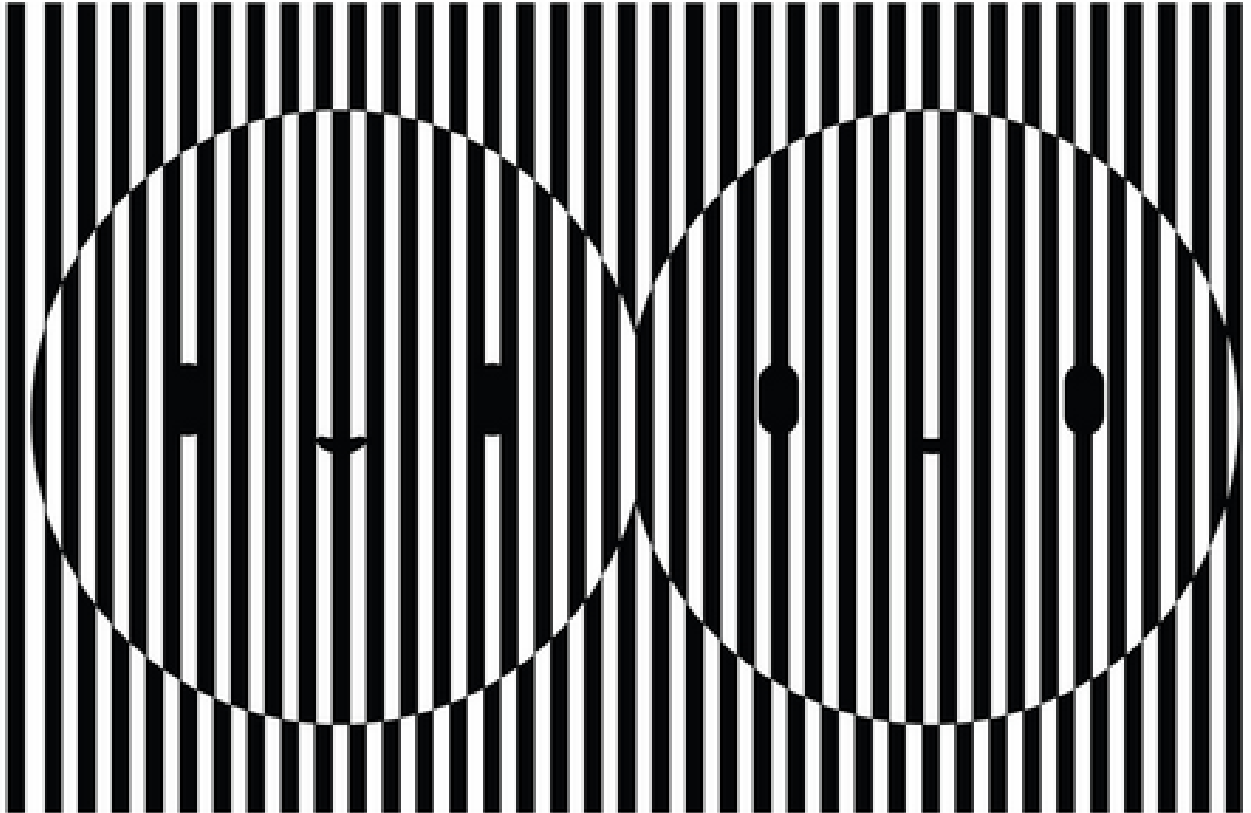
Little Cloud Print



Psychic Stone – Everything



Cloud Heart



Two of a Kind



All The Wishes



Rainbow City – NYC



Cloudy Film Still



Rainbow Valley



Dream Maker