



ART CULTURE FASHION FILM FOOD LOS ANGELES MUSIC SPORTS THEATER

Getting to know Friends With You at MOCA

By *Daizy Neri* on June 4, 2014 [@CaliDi5](#)



Friends With You celebrated the release of their book, *We Are Friends With You*, at MOCA.

This past weekend at the Museum of Contemporary Art (MOCA) in Downtown, Samuel Borkson and Arturo Sandoval III came to do an exclusive and interactive book signing. Announcing their new monograph *We Are Friends With You*, published by Rizzoli. Featuring contributions by Pharrell Williams, Alejandro Jodorowsky and Peter Doroshenko, this release is the first all-inclusive book by the Los Angeles-based artist collaborative Friends With You.

The book launch took place at MOCA Grand Avenue on May 31, from 3 p.m. to 6 p.m. with light refreshments and a bounce house that was encouraged to be enjoyed by people of all ages. Live music by Money Mark really contributed to the environment of the event, giving people that little reassurance that this place was like something out of a dream. Also for the crowd's enjoyment were live airbrush

pieces created by artist Malcolm Stuart. He was debuting the Friends With You/Print All Over Me capsule collection by creating live, take-home airbrush pieces that were customizable to each person. Friends With You art exhibits are events that combine the experience of the audience with the art and create an atmosphere that is fully immersive, creating a magical world where there is only a blur between the exhibit and reality.

This event succeeded at doing precisely that, bringing people of all ages and backgrounds together at an outdoor event where everyone was having fun and smiling. Being in an atmosphere where the art was so interactive and colorful for both kids and adults that it almost seemed to create a common ground for both allowed everyone to appreciate the magical happiness of being in the moment.

The new book being showcased compiles the first 12 years of the group and the development and evolution of their art. It's a book that colorfully illustrates their journey as artists, the simplicity and impact of their growing body of work that has been produced with simple geometrical shapes. Borkson and Sandoval have been collaborating since 2002 with the sole purpose of spreading the positive message of magic, luck and friendship.

Their book is a compilation of images of previous art events, showcasing how people have interacted with their pieces, as well as some personal explanation and further insight into the messages they try to convey through art.

We Are Friends With You is currently available. For more information, visit friendswithyou.com.