

FOR IMMEDIATE RELEASE:

R 20th Century  
Presents

## ***What's The Matter?*** by Kulapat Yantrasast and WHY/HOW

September 17- November 1, 2013  
Opening Reception: September 17, 6 – 8pm



*Installation rendering courtesy of WHY/HOW*

**New York, NY (July 18, 2013)—R 20th Century** is pleased to announce ***What's The Matter?***, an exhibition curated by Kulapat Yantrasast, Founding Partner and Creative Director of WHY/HOW, the LA-based international architecture and design firm which originally launched as wHY Architecture in 2004. The exhibition will concentrate on raw materials and illustrate how different generations of designers have used and incorporated these elements into their work. The exhibition will be on view September 17 to November 1, 2013, with an opening reception on Tuesday September 17, from 6 to 8pm.

Kulapat Yantrasast and his dynamic team at WHY/HOW selected unique and iconic objects from R 20th Century's inventory, which will be combined with contemporary designs by innovative talent. The exhibition investigates the choices a designer makes in the marrying of material and process.

In the same way that a chef selects the best raw ingredients to create a flavorful dish, raw materials - such as glass, metal, wood and stone - will saturate the viewers' senses as they pass through an environment abundant with colors, smells, textures and sounds, invoking the impulse of cooking. "Like chefs, designers work with materials and processes. Creativity



is manifested in the encounter of these two,” says Yantrasast. Clusters of curated objects, presented in a highly unconventional manner, convey the creative energy of the maker.

Exploring both the source material and the process, *What’s The Matter?* serves as the debut of WHY/HOW’s object-making workshop. Limited edition pieces, designed and fabricated by WHY/HOW, will examine the ideas behind three current construction projects through three materials - glass, metal and concrete - and the processes by which these materials are transformed. These pieces will be on display alongside the select works from R 20th Century’s collection.

“R 20th Century has long been interested in the themes of materiality and craft in decorative arts, art and architecture. I am thrilled to be able to collaborate with Kulapat Yantrasast on this exhibition and to take that passion and interest even deeper through close consideration of the making of objects and into the realms of science, mathematics and even food” states Evan Snyderman, Principal of R 20th Century. “I think Yantrasast is one of the most interesting architects working today and it is fascinating to see how he will transform the physical space of the gallery and work of our designers.”

### **About R 20th Century**

R 20th Century is a gallery devoted to historic and contemporary design exhibition and education. Founded by Zesty Meyers and Evan Snyderman in 1997, the gallery presents groundbreaking exhibitions and publications of both historic significance and emerging talent. R 20th Century represents a diverse program of international design from North America, South America, Europe and Asia, produced between 1945 and the present. R 20th Century has an extensive archive, library, and collection that chronicle the rapid ascent of the design market. In addition to the exhibition program, gallery, and publications, Meyers and Snyderman contribute widely to publications and lecture frequently about design.

For more information about R 20th Century please visit: [www.r20thcentury.com](http://www.r20thcentury.com)

### **About Kulapat Yantrasast and WHY/HOW**

Kulapat Yantrasast is the Co-Founder and Creative Director of the design workshop WHY/HOW, which he opened with partner Yo-ichiro Hakomori in 2004 as wHY Architecture. Now an international practice with offices in Los Angeles, New York City and Louisville, Kentucky, WHY/HOW has been described by Newsweek magazine as “one of the most innovative architectural practices of the new generation”. Their unique, imaginative approach to problem solving begins with asking – *why*. In recent years, the question has evolved to ask both *why* and *how*, marking a shift in the studio’s approach to building work, which reflects attention to quality, intelligence, and meaningful construction through the combination of art, culture, and space. Current and recent projects by WHY/HOW include: Speed Art Museum in Louisville, Kentucky (2015); L&M Arts in Venice (2011) and Perry Rubenstein Gallery in Hollywood (2012); Pomona College Studio Art Hall (2014); new art galleries and installation at Harvard Art Museum in collaboration with Renzo Piano Building Workshop (2014); interior and exhibition design for Eli Broad’s new art museum designed by New York architects Diller Scofidio + Renfro (2015); several private residences, and developing a 10 year strategic plan for the 80,000 sq. ft. Worcester Art Museum in Massachusetts, among others.

For more information about WHY/HOW please visit: [www.why-architecture.com](http://www.why-architecture.com)

# # #



**MEDIA CONTACTS:**

Ozgur Gungor and Jeffrey Walkowiak  
Blue Medium Inc.  
T: +1 (212) 675-1800  
F: +1 (212) 675-1855  
[ozgur@bluemedium.com](mailto:ozgur@bluemedium.com)  
[jeffrey@bluemedium.com](mailto:jeffrey@bluemedium.com)

Lily Kane  
Director of Exhibitions  
and Publications  
R 20th Century  
T: +1 (212) 343 7979  
[lily@r20thcentury.com](mailto:lily@r20thcentury.com)

