

For immediate release

The Interior and The Carpet

Equator Production, New York
Petra Grunert Singh, Publisher

Public Reception: Wednesday, March 22 5:00 - 9:30PM

Exhibition dates: March 22 - August 18

VAROLA

Pacific Design Center
Blue Building, Second Floor
8687 Melrose Avenue
West Hollywood, CA 90069

(West Hollywood, CA) - Varola Gallery at Pacific Design Center is pleased to announce *The Interior and The Carpet*, an exhibition of carpets produced by publisher, Petra Grunert Singh, Equator Production, which includes works by 14 artists: Alan Belcher, Walter Dahn, Jiří Georg Dokoupil, Liam Gillick, Emilia and Ilya Kabakov, Joseph Kosuth, Ken Lum, Jonathan Monk, Joel Otterson, Peter Nagy, Julião Sarmento, Rob Scholte and Rosemarie Trockel. The exhibition is on view from March 22 - August 18 with a public reception on Wednesday, March 22 coinciding with Pacific Design Center's annual design industry event, Westweek.

The Interior and The Carpet presents the primary roster of artists commissioned by Equator Production from 1985-2003: Walter Dahn, Jiří Georg Dokoupil, Peter Nagy, Rob Scholte, and Rosemarie Trockel, as well as a more recent carpet series (since 2014) with Alan Belcher, Liam Gillick, Emilia and Ilya Kabakov, Joseph Kosuth, Ken Lum, Jonathan Monk, Joel Otterson and Julião Sarmento. This recent series was curated by Cornelia Lauf for Equator Production, in a project managed by GoldenRuler, Rome (www.goldenruler.eu). A selection of carpets was exhibited recently at the Museum of Contemporary Art Cleveland exhibition, *Wall to Wall: Carpets by Artists*, curated by Cornelia Lauf.

Equator Production collaborates with artists who incorporate their practice into the larger narrative of artistic historical relevance, blurring the domains of art, design, and craftsmanship. By commissioning carpet designs from contemporary international artists and orchestrating the execution and production of designs in limited editions by traditional weavers, Equator Production seeks to fuse both artistic processes, creating a long lost symbiosis between conception and production, while restoring the connection between the artist and the interior and the vital connection between conception and production.

German born Petra Grunert Singh, studied at the Academy of Fine Arts in Dusseldorf and in 1989, moved to Brussels where she cofounded Equator Production with Ranbir Singh, together with art impresario Reiner Opoku. During this time, her work and artistic practice was shown in art exhibitions in Amsterdam, Brussels and Basel. In 2000, Singh moved Equator Production to New York and since 2014 she has been involved in renewing Equator Production's original editions, while also commissioning a new generation of artists to make designs for carpets.

For information about Equator Production visit www.equatorproduction.com or contact:

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With special thanks to the artists, Veronica Bellei, Camilla Salvaneschi, Eleonora Tempesta.

Photography by Francesco Lagnese.

New York-based curatorial advisor Helen Varola established VAROLA at the landmark Pacific Design Center, West Hollywood in 2014. The gallery aims to present new ambitious projects with artists, operating as a project space and production site for recent contemporary art with a focus on design as an extension of artistic practice.

For further information or press inquires please contact:
Valerie Maxwell, Director, VAROLA (949) 547-9640, vmaxwell@mac.com.
Complimentary parking for press is available by calling one day in advance at 310-360-6417.