



On View | Ron Arad's Metallic Vision

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By **PILAR VILADAS**



"Pressed Flower Yellow," a crushed Fiat 500, is part of "In Reverse," an exhibition on the work of Ron Arad at the Design Museum Holon. *Courtesy of Ron Arad Associates*

The Israeli-British architect and designer [Ron Arad](#) has always been fascinated by metal. He made an international name for himself designing furniture like the sheet-steel Well Tempered Chair for Vitra, and he designed an entire building with a ribbonlike Cor-Ten steel exterior — the [Design Museum Holon](#) in Holon, Israel, which opened in 2010.

Mr. Arad is now returning to that museum as the subject of an exhibition, "[In Reverse](#)," which opens on Wednesday and looks at metal in a startlingly different way.

While the exhibition includes examples of his designs from the 1980s to the present, Mr. Arad didn't want it to be a conventional retrospective, so he added a new component: a project that explores how automobile bodies behave under compression. He installed six

Viladas, Pilar. "Ron Arad's Metallic Vision", *New York Times Style Magazine*. June 19, 2013.

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Fiat 500s (a car he has a particular fondness for) on the walls of one of the galleries; each is crushed into cartoonlike flatness. In the center of the room sits a wooden mold, on loan from the Fiat archive and museum, that was used to shape the 500's metal panels, and "Roddy Giacosa," a new sculpture made from hundreds of polished stainless steel rods in the shape of the 500's body.

The show also includes Mr. Arad's digital simulation of the crushing process, and a sculpture that is the result of applying a 3-D printing technique to one frame of the film.

The idea of crushed metal is personal for Mr. Arad: when he was a child, his family's Fiat Topolino Giardinetta was mangled in an accident, and a crushed toy police car that he found in the street when he was 11 actually ended up in the exhibition. "Rather than manipulate materials to render them functional or render digital models towards a functional object," he said, "here I 'reverse' perfectly functional objects and render them useless."

"In Reverse" runs through Oct. 19 at the Design Museum Holon.

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