

REVIEW

EXHIBIT



The Right Model
Why Fiats? When Mr. Arad was young, his father was driving a Fiat and got run over by a garbage truck. His father survived, but the car was flattened.

CRUSH HOUR

"In Reverse," at the Design Museum Holon in Israel, surveys the works in metal of designer, architect and artist Ron Arad. The show offers a retrospective from the past 30 years of chairs and other pieces by the London-based, Israeli-born designer, as well as some new work: Vintage Fiat 500s squashed to a cartoonlike flatness by a huge, 500-ton press. The result, writes Mr. Arad in the show's catalog, does render the cars useless—but it also gives them new life as pieces of art. The show runs through Oct. 19.



Crushing Issues
Figuring out how to flatten the cars was a complicated process. Crushing them in Italy was difficult; cars can only be scrapped by an authorized dealer there.

Parting Words
Procuring the cars was also challenging. Mr. Arad found a specialty Fiat garage with 'lots of rusting, mottling, moss-growing 500s,' he writes—but persuading the owners to part with the cars took some work. He was able to win them over by saying, 'I'm not destroying [the cars]—I'm immortalizing them.'



First Press
The first car was pressed between steel plates and then flattened underneath a digger. Mr. Arad wanted a simpler solution, and eventually sent the cars to a shipbuilder in the Netherlands.



Ron Arad Associates ©

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