



Pere Gifre – Mimicking Nature

pere@gifre.com / www.gifre.com – Roses (Spain) / San Francisco (United States)

Nature is ancient, wise, complex and beautiful. We can learn from it, and nowadays it can also be recreated. Thanks to new technologies and engineering processes, it has now become possible to imitate natural processes within their environment.

The works of Pere Gifre in the world of sculpture predominantly involve the adaptation for engineering of natural forms and processes, which allows him to exactly recreate nature at some of its most specific moments. This hyperrealism, generated through the reproduction of physical phenomena such as nebula behavior, the force of a tornado, or the impact of a raindrop as it hits the ground, is captured at the precise moment, using simulation systems which give us the necessary information in order to generate the pieces.

A close study of the behavior of these processes is required before engineering can take place – whether it be via the provocation of accidents in search of logical chaos, the transformation of sounds into solid structures or designing through the use of textures or light.

Through the use of technology we are then able to materialize these formal complex ideas – something which was previously impossible to do.

The opportunity to create new evolutionary shapes that were before unachievable has succeeded in transforming the world of design: the adaptation of visual effects as a design source, along with its connection with nature, gives us the opportunity to experience things that would previously have been unattainable, allowing us to conceive the inconceivable and create the impossible - opening the door to a world of imagination and fantasy.

Cv

Pere Gifre (Spain, 1974) is a specialist in sculpture projects, sceneographies, industrial design and architecture. His vast knowledge of these different fields allows him to enrich his designs through the implementation of different specialized techniques and process.

Gifre's works are characterized by the constant search for new design processes and methods of investigation. One example of this would be his latest project: a unique and innovative tableware collection for the world's top restaurant, *ElBulli*. The collection bases itself on the recreation of processes which we find in nature.

As well as working as an independent designer, Gifre also collaborates with other artists such as *Ferran Adrià, Frederic Amat, Enric Ruiz Geli, Fran Fernández, Olga Subirós, Mona Kim, Simon Taylor, and Todd Palmer.*

His projects include: *Musical Gaudí* for the *Barcelona Teatre Musical*, the *New York Aquarium*, *Prestige Forest* for the *MoMa Spanish Architecture Exhibition*, the opera *Viatge a Simorgh* for *Madrid's Teatro Real*, and the 21 meter *Splash* sculpture for *Expo Zaragoza 2008*, in which he recreated the form given by a drop of water as it hits the surface. Other recent works have also included the *el Bulli Tableware Collection* for top chef *Ferran Adrià* and his new collection of sculptures: *Water Feelings*.

Gifre's work, both independent and in collaboration with other artists, has been published both nationally and internationally in publications such as *Wired* magazine, *AL Innovation*, *MoMa* magazine, *The New York Times*, *The Guardian*, *The Daily Telegraph*, *Domus*, *Creative Review*, *BBC News*, *Vision Innovation* magazine, *Plastyki Artbook*, *Artfutura* magazine and *Bonart*. All of these publications have highlighted the artist's talent for innovation in his projects.

Pere also participates in exhibitions, conferences and festivals. In 2008 at *Artfutura* he presented his new projects which were based on the imitation of natural physical processes. In 2009 his projects were presented at *INDABA Design* in South Africa, *Tokyo TASTE*, the *University of Barcelona* and at *MIPCOM* in Cannes in collaboration with Ferran Adrià. Last year (2010) the *Splash* project was presented at the *SIGGRAPH Festival* in Los Angeles.

He is currently developing an audiovisual and technical project for the *eBulli Foundation* and is one of the finalists to undertake a large-scale sculpture for the new Transition Hall at *Atlanta International Airport*. For all Gifre's works, nature is always his primary reference and source of inspiration.

His latest work, *Impact*, can be seen in the collective exhibition *Temps Fugit*, alongside other artists such as *Salvador Dalí*, *Antoni Tàpies*, *Manolo Millares*, *Josep Guinovart*, *Nobuko Kihira*, *Jaume Plensa* and *Albert Ràfols-Casamada*, among others.

All other Gifre's projects, whether it be a real or imaginary form, static or dynamic, a jewel or a large-scale project, are unique and unrepeatable, designed and created especially for each individual occasion.