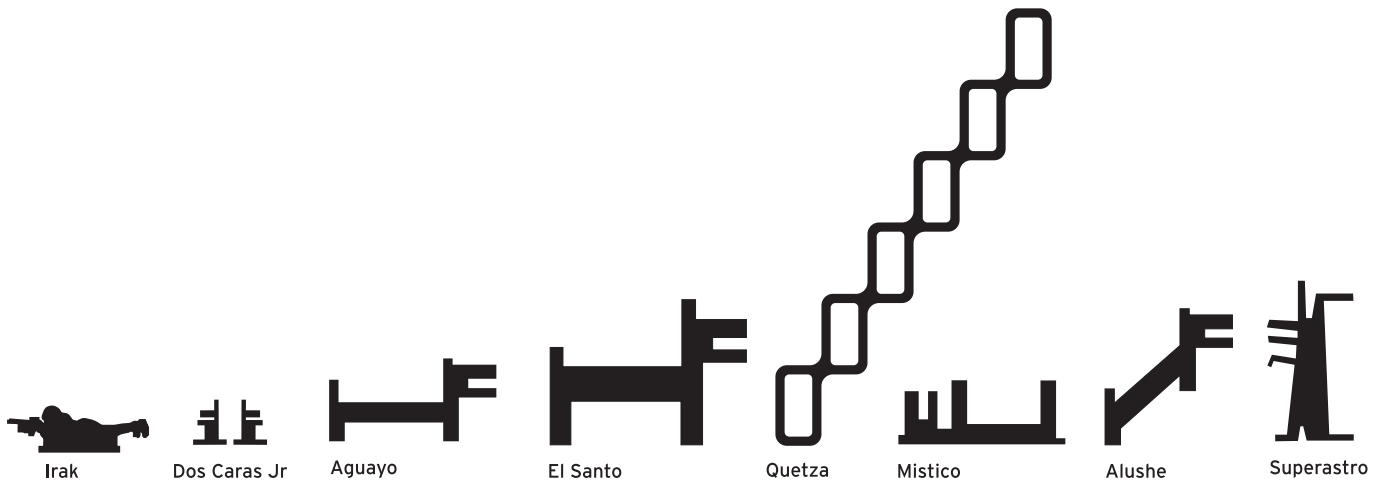


pack of things



NEL is a platform for experimentation. Formed by five Mexican designers, all with an active professional and academic activity, it is a space where rethinking the design process and playing with conceptual ideas is the main objective.

This year, NEL created pieces based roughly on the shape of a dog, in different sizes and positions. These characters, named after famous Mexican wrestlers (*Dos caras Jr*, *Aguayo*, *Superastro*, *El Santo*, *Alushe* and *Místico*) may be placed in your house or office, and work as a side table, stool, bench, bookshelf, magazine rack, newspaper holder, bookends, etc. By the way each piece is used, and the objects that interact with it, a different story is told.

The pieces are made in different materials and techniques. Some pieces were made through traditional woodworking techniques, using scraps of solid wood like tzalam, ash, red oak, poplar, alder, walnut, and pine, which makes every piece unique, while other pieces are made in birch plywood using a CNC router, or even in ceramic (not in the show).

Another piece of this year's *Pack of things* collection is the *Irak* rug. The rug, shaped after the map of Iraq, features soldiers advancing from many directions into Baghdad. Through newspapers and television, the image of Iraq is continuously depicted with graphics similar to board games and action figures, giving it a game-like dimension which somehow shifts the character of the war. The rug, with cute little felt soldiers walking on a soft and warm surface, denounces this confusion, and the way in which the tragic reality of war is somehow diluted by using these images. The same intention is behind a series of wooden coat hooks with the shape of soldiers, which can be placed in different arrangements or groups and thus tell different stories.

The last piece on show is a bookshelf, *Quetza*, which roughly resembles the Aztec god Quetzalcoatl who was shaped after a feathered snake. The piece can be leaned against a wall or supported by a table or chair. As it appears in pre-hispanic architecture, the snake descends to the ground as if sliding down a staircase.

nel

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