


MASA

A hand is shown from the left side of the frame, holding several large, polished metal cables. The cables are highly reflective, showing bright highlights and dark shadows. They are arranged in a fan-like pattern, with some cables overlapping others. The background is a plain, light-colored surface.

**PROJECT ROOM:
BIG LOVECABLES BY KIMY GRINGOIRE**

PRESS RELEASE

A close-up shot of a large, polished metal cable. The cable is highly reflective, showing bright highlights and dark shadows. It is curved, and the tip of the cable is visible. The background is a plain, light-colored surface.

MASA is thrilled to present a solo exhibition at our PROJECT ROOM of Kimy Gringoire, a designer who transforms the essence of contemporary life into wearable art. Inspired by various art forms and the emotions that move us, she conceives jewelry as sculptural designs to wear.

In this exhibition, Kimy brings her unique vision to our PROJECT ROOM, showcasing a seating piece alongside three sculptural lighting works, all inspired by her jewelry line. These works are handcrafted by skilled Mexican artisans, who cut, weld, and hammer each piece with precision. The exhibition features a blend of silver and gold tones, creating an immersive atmosphere that echoes the elegance of Gringoire's jewelry.

Kimy's exploration reveals a fascinating dialogue between artisanal traditions and contemporary design. While the overarching narrative of "Love" remains constant, the interpretations vary, offering rich textures and vibrant colors unique to each culture's craft.

In addition to the sculptural lighting and seating, we are excited to present the Lovecables rings, which are making their first appearance at MASA. Join us to celebrate Kimy Gringoire's innovative vision, where every piece tells a story, and art transcends the boundaries of form and function.

On View
October 31 - December 14, 2024



About MASA

MASA walks the blurry line between art and design. Collectible design. Experimental design. To show, to curate, to write, to build, to question, to provoke, to educate, to learn: these are the desires. Desire might even be at the center of this adventure. MASA is cornmeal, a pliable material that quells hunger and sustains culture.

With digital, physical, and conceptual presence, MASA challenges convention and presents ideas on a global stage. With an effort to open up conversation and dialogue around material culture, MASA curates exhibitions offering work with integrity, direction and value. MASA was founded in Mexico City by a collective of creatives – Age Salajõe, Héctor Esrawe and Brian Thoreen, along with Isaac Bissu and Roberto Diaz – whose backgrounds in art, design and architecture are reflected in MASA's presentation of design at its boundaries.





The Big Flow Floor Lamp
Handcrafted Polished Steel
95 x 100 x 25 cm



The Big Flow Seating Installation
Handcrafted Polished Steel
45 x 22 x 100 cm



The Big Flow Two Piece Wall Installation
Polished Handcrafted Steel
Each: 85 x 21 x 22 cm



The Big Flow Ceiling to Wall Installation
Handcrafted Polished Steel
64 x 61 x 44 cm



RIOLOVE Grande Pending
Sand Casted Bronze
245 x 35.5 x 12.3 cm

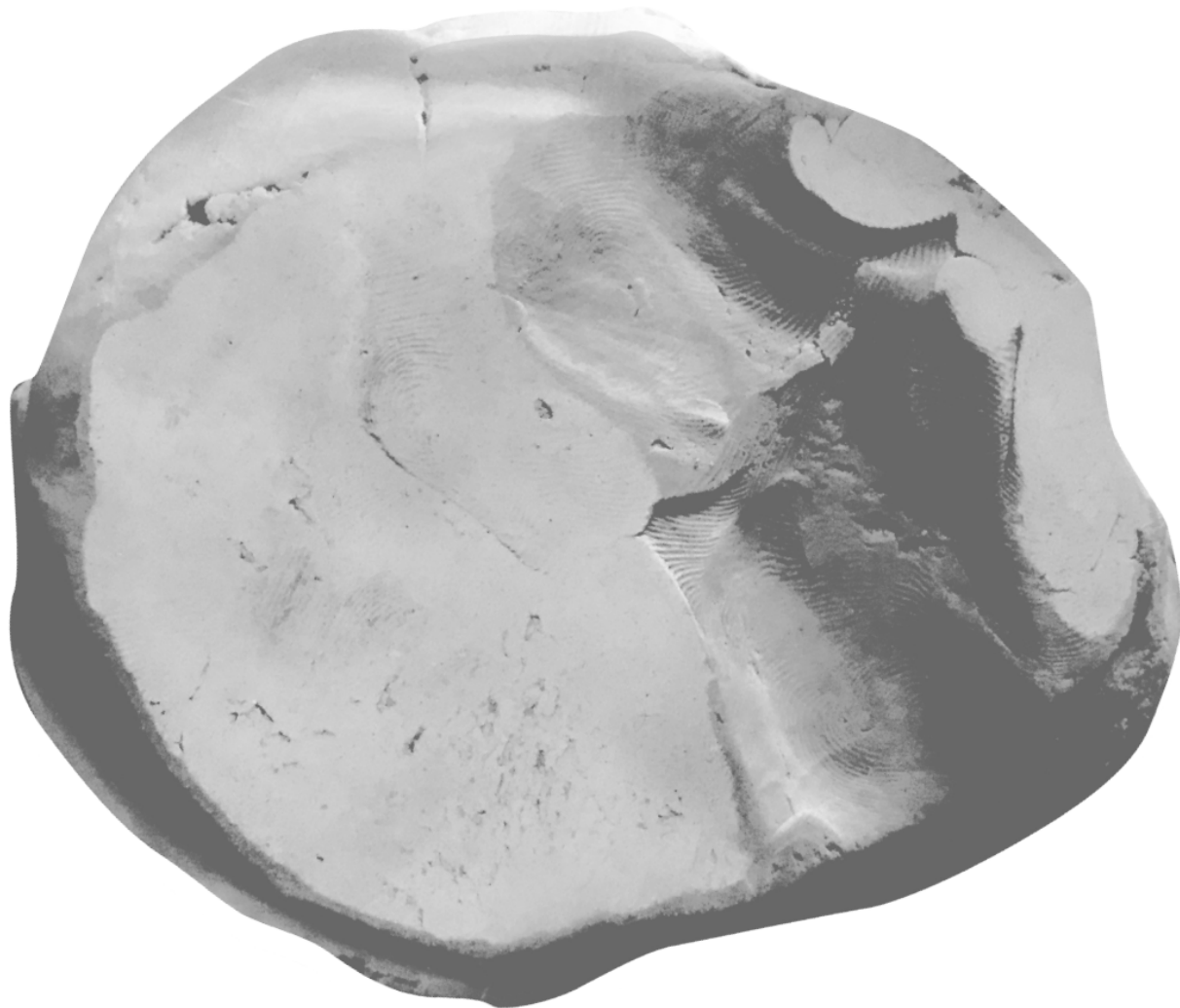


OTAGEP Earring Light
Sand Casted Bronze
206 x 34 x 22 cm



Install Views. Credits: Roberta Cornew Nuñez

MASSA



Press Contact:
Roberta Cornew | Roberta@mmaassaa.com
Age Salajõe | Age@mmaassaa.com

Press Kit - [LINK](#)
High Res Images - [LINK](#)

NOTES TO EDITORS:

Project Room: Big Lovecables
Artists: Kimy Gringoire
Public Opening Days: October 31st - December 14th, 2024
Address: Joaquín A. Pérez 6, San Miguel Chapultepec I Secc, Miguel Hidalgo,
11850 Ciudad de México, CDMX

Photography: Roberta Cornew Nuñez