

# UNTITLED, ART.

For Immediate Release:

Untitled, Art, Miami Beach,

Announces

TOILETPAPER Lounge

Presented by Seletti and Gufram

Sponsored by Wheels Up



Courtesy of Seletti



Courtesy of Gufram

Miami Beach, FL, Tuesday, November 17, 2015 -  
Untitled, Miami Beach, 2015 is pleased to announce that the lounge for the fourth edition will be immersed in TOILETPAPER, the artistic collaboration between Maurizio Cattelan and Pierpaolo Ferrari. Untitled's lounge will premiere a series of new carpets from the *Seletti Wears TOILETPAPER* collection, along with a new version of *THE END*, a stool in the shape of a tombstone in "real-faux" Carrara marble, produced by Gufram and made especially for the celebration of the brand's 50th anniversary.

The lounge at Untitled, Miami Beach, 2015, sponsored by Wheels Up, is the perfect platform to showcase the synergy between art and design, and the joined creative energies of Cattelan and Ferrari. Partnering with Gufram and Seletti, TOILETPAPER has produced a number of unconventional home furnishings that reinterpret the irreverent pop spirit of radical design in a contemporary voice.

The lounge at Untitled, Miami Beach will feature *SOAP*, *GOD*, and *THE END* - three limited edition pieces that have become icons of Gufram's production. *SOAP* is a giant pouf in the shape of a bar of soap, while *GOD* represents an ode to fertility inspired by the shape of the Cactus designed by Drocco&Mello, one of the most prized and popular products from Gufram.

*"For Gufram's 500th anniversary, we've decided to give the brand a stroke of life with this special version of the tombstone" states Cattelan and Ferrari, "Following an archaeological excavation we have found the first sign hung outside the factory dated 1516. It was engraved in Carrara marble by the guild of the Turinese masons. Recreating this centenary connection on 500 tombstones seemed to us the best way to celebrate."*

*THE END* was created by Cattelan and Ferrari to sanction the "end" of the Gufram brand, but also suggests its new beginning. *THE END* is presented at Untitled, Miami Beach in a limited series of "real-faux" Carrara marble, with a gold inscription: this version of the seat is part of the special editions produced in celebration of Gufram's 50th anniversary. The lounge will also feature *SOAP, GOD*, and *THE END* - three limited edition pieces that have become icons of Gufram's production.

# TOILETPAPER

The partnership with TOILETPAPER and Seletti pairs the artistic images of the magazine with everyday materials available at affordable prices. The Seletti Wears TOILETPAPER collection - consists of tin tableware and porcelain plates, along with umbrellas, mirrors, and coffee tables - is complimented by a series of round and rectangular area rugs, presented at Untitled, Miami Beach, 2015 for the first time. The rugs will cover the surfaces of the lounge and highlight the importance of this new adventure.

*"The TOILETPAPER collection is a never-ending challenge, a constant push to look for new ways to interpret the genius images by Maurizio and Pierpaolo," states Stefano Seletti, the brand's Art Director, "The idea to create a series of rugs was crazy and unconventional. Presenting them at Untitled, Miami Beach for the first time is a way to highlight our choice and to offer to the public of Miami Art Week something unique".*

The twelve images selected by Cattelan and Ferrari for the rugs include *Eyes, Toad, Parrot, BMW, Fingers, Insects, Sausages, Theet, Phones, Roses, Two of Spades, and Legs*. The Seletti Wears TOILETPAPER area rugs will be available for purchase only at the Untitled, Miami Beach lounge, giving the possibility to visitors to furnish their dwellings with actual works of art created by Maurizio Cattelan and Pierpaolo Ferrari.

The TOILETPAPER lounge at Untitled, Miami Beach, 2015 is sponsored by Wheels Up and curated by Christophe Boutin and Melanie Scarciglia.

About Wheels Up

Wheels Up is a membership-based private aviation company that significantly reduces the cost of flying privately while providing unparalleled flexibility and service. Wheels Up is dedicated to perfecting personal service and member experience, and continually raising their standards. Wheels Up is the most intelligent private aviation solution.

General Information:

UNTITLED 2015 will take place:

Wednesday, December 2 – Saturday, December 5, 11am – 7pm  
Sunday, December 6, 11am – 5pm

Admission:

General Admission: \$28  
Discounted Admission (Seniors and Students): \$18  
Miami Beach residents: \$18  
Groups of 15 or more: \$18 per person  
Children under 12: FREE

For further information, visit the new UNTITLED website:

[www.art-untitled.com](http://www.art-untitled.com)

Follow us on

Facebook, Instagram and Twitter

#untitledartfair

@untitledartfair

#untitledtoiletpaperlounge

Media Contact:

Jeffrey Walkowiak, Director of Communications

[jwalkowiak@art-untitled.com](mailto:jwalkowiak@art-untitled.com)

[art-untitled.com](http://art-untitled.com)

telephone +1 646 405 6942

fax +1 212 409 8495

mobile +1 646 963 5270