

WRONGSHOP

APRIL 2022
PRESS RELEASE

3 Days of Design: The Wrong Shop to present three new collections at St. Regnegade Copenhagen pop-up



Throughout June, the e-commerce site from Sebastian Wrong will open its first pop-up retail and gallery space, launching new pieces from Ronan Bouroullec, Erwan Bouroullec and FreelingWaters

In the heart of Copenhagen throughout June and over 3daysofdesign, The Wrong Shop will host a pop-up bricks and mortar space for the first time, showing and selling a selection of artworks, limited edition prints, posters and painted furniture. Established in 2011 by Sebastian Wrong to allow creatives to expand the boundaries of their practices and make eclectic artwork more accessible, the e-commerce website and platform usually sells objects by well-known artists and designers exclusively online. The month-long initiative will showcase new limited edition prints by FreelingWaters; a new collection of posters from Ronan Bouroullec; and the launch of 'Risk Knit', knitted wall hangings from Erwan Bouroullec.

A collaboration between Dutch artists Gijs Frieling and Job Waters, FreelingWaters was successfully launched by Wrong Shop Projects with a collection of hand-painted antique cabinets during London Design Festival 2021. This follow up series of limited edition prints that celebrate birdsong (words from birds) and nature will include unique hand-painted frames, combining the talents of Frieling, a painter turned muralist, and Wouters, a graphic designer turned calligrapher.

A new poster collection featuring photographs of Ronan Bouroullec's ceramic Bas relief series will be shown alongside artworks by Nathalie du Pasquier, Jaime Hayon, Rop van Mierlo and Pierre Charpin.

A special preview of the upcoming 'Risk Knit' collection by Erwan Bouroullec in collaboration with Kvadrat Febrik exclusively for the Wrong Shop will also be revealed during the 3daysofdesign festival (15th — 17th June 2022). The patterned, knitted wall hangings will come in several colour ways and two sizes, secured to the wall with a simple wooden peg.

The Wrong Shop has commissioned Aspek Office in Copenhagen and Jones Neville Studio in London to design and build a site specific pop-up shop interior. The centrally located space will be converted into a gallery and showroom, creating a fresh and vibrant retail space. All items from the new collections will be available to purchase in-store at the pop-up in addition to the online site.

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BAS-RELIEFS POSTER SERIES
RONAN BOUROULLEC



CHAP CHAP
FREELINGWATERS



RISK KNIT
ERWAN BOUROULLEC

NOTES TO EDITORS

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Public opening dates:
3rd–28th June 2022

Opening Hours:
Tuesday, Wednesday, Thursday, Friday
11.00–18.00
Saturday 10.00–16.00
(Closed Sunday & Monday)

3daysofdesign Event:
Drinks reception open to the public on
15th June from 15.00–19.00.
The Risk Knit wall hangings will be
available to pre-order before they
become available in August.
<https://www.3daysofdesign.dk/exhibitors/the-wrong-shop>

Follow the project:
@thewrongshop
@freelingwaters

Website:
thewrongshop.co.uk

ABOUT THE WRONG SHOP

The Wrong Shop is an online platform selling limited-edition prints, posters and objects by notable designers and artists from around the world. A bridge between the worlds of art and design, it was founded to allow independent and multidisciplinary makers to interrogate and expand the boundaries of their practices. The Wrong Shop was established by Sebastian Wrong in 2011, making unique, eclectic artwork and objects accessible to a contemporary audience. Each new addition to the collection is produced using a variety of printing techniques, materials and framing best suited to the individual work & delivered with an exceptional attention to detail. The framing is a key component & each frame is handmade.

A designer, creative director and specialist in modern manufacturing, Sebastian Wrong came to design from a fine art background, and the intersection of these two very different worlds continues to influence his work today. His career spans furniture, lighting, accessories and gallery projects, from creating and curating to commissioning and teaching. He is also a founder of Established & Sons, a design brand which develops innovative furniture and lighting.

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CHAP CHAP
FREELINGWATERS

Educated as a graphic designer, Job Wouters (Leiden, NL 1980) swapped the mouse for brushes and pens. He started a career based on the joy of training, a specific taste for the right words and sentences and a bold but sophisticated use of colour. Wouters has worked for The New York Times, Suddeutsche Zeitung, Playboy, Stussy, Universal, and has given lectures and workshops on his approach worldwide. His monograph 'Letman, the Artwork and Lettering of Job Wouters' was published by Gestalten in 2013.

Gijs Frieling (Amsterdam, NL 1966) believes that ideas are easy and can come from everywhere, while painting is an embodied practice that requires dedication and faithfulness. With an interest in decorative painting and murals, he finds inspiration and challenge in realms far removed from general contemporary artist's feeding grounds. He studies 18th century folk art and pre-renaissance wall painting, both strictly flat approaches to the imaginative, and re-introduces them into contemporary discourse. Gijs won the Royal prize for painting in 1994, the Prix de Rome in 1999 and the Cobra art prize in 2009. From 2006 – 2010 he was a director and chief curator of the W139 art space in Amsterdam. He is the art advisor of the Office of the Dutch Chief Government Architect, and supervisory board member of the Mondrian Fund and a member of the jury for the Dutch Royal prize for painting.

Wouters and Frieling met in 2008 in W139, the artist run space in Amsterdam. In 2008 they collaborated on the book Vernacular Painting, featuring Frieling's murals alternating with spreads of Wouters multicoloured lettering. This led to a collaboration with Belgian fashion designer Dries van Noten. For his men's A/W '11/'12 collection, images of their murals and lettering were printed on fabrics and a full length mural of the Grand Palais south-east hall was a backdrop for the show. Other commissions for temporary murals followed, including Wallpaper* magazine in 2012 and Spazio Borgogno 2013 in Milan; Gorki park 2014 and Typomania festival 2019 in Moscow; and Couture Grafique 2014 in Switzerland. In 2018 they collaborated on Love Machine, a mural for Ine Gevers' groundbreaking show Robot Love. They have shared a studio in the Amsterdam docklands since 2019.

WROONSHOP

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BAS-RELIEFS POSTER SERIES
RONAN BOURULLEC



RISK KNIT
ERWAN BOURULLEC

Ronan and Erwan Bouroullec have been working together for over 15 years. Their collaboration is a permanent dialogue nourished by their distinct personalities and a shared notion of diligence with the intention to reach more balance and fineness. From designing spaces to furniture, taking on architectural projects to designing textile wall systems or comprehensive collections, the brothers maintain drawing and experimental activity as essential to the development of their work.

Exhibitions of their work have been held at London's Design Museum, the Museum of Contemporary Art in Los Angeles, the Vitra Design Museum, Centre Pompidou Metz in Paris, the Museum of Contemporary Art in Chicago and the Arts Décoratifs, Paris. Awarded Honorary Royal Designer for Industry in 2015 their designs are part of select international museums' permanent collections, including the Musée National d'Art Moderne, Centre Pompidou and the Musée des Arts Décoratifs in Paris, New York's MoMA, the Art Institute of Chicago, the Design Museum in London, and the Museum Boijmans van Beuningen in Rotterdam.