

GIOVANNI  
BELTRAN

8375 NE 2nd Ave | Miami FL 33138  
<http://giovannibeltran.net>

**PRESS RELEASE**

*Primitive Hut*  
May 13 - June 25, 2016

Vernissage: Friday, May 13, 6:00-9:00 pm

Giovanni Beltran is pleased to announce *Primitive Hut* opening Friday, May 13th. The group exhibition, curated by Jonathan Gonzalez, explores material primacy through the work of 7 international designers.

*Primitive Hut* looks to examine making through elemental beginnings. The pieces, both new and existing, have been chosen for their willingness to allow material to dictate both formal and functional outcomes, while building upon and reacting against a history of teaching, learning and making in design. Each of the seven designers in the show has worked with a specific material::

Aluminum - Deon Rubi  
Carbon Fiber - Jonathan Muecke  
Red Metals - Gabrielle Baez  
Rope - Brian Booth  
Steel - Jonathan Nesci  
Stone - Jessica Martin  
Wood - Lex Pott

Presented together the body of work is aware of its position within contemporary design, it's larger market and more abstractly notions of luxury and potency. The control of each designer over their chosen material allows for a new reading of "objects", one in which the most basic starting points end in a less than primitive merging of beauty and function. Design as a new necessity affords those that are making to challenge given signs and reassess value through a heightened control of aesthetics outside trend. The work presented here establishes its own bar.

To accompany the exhibition Giovanni Beltran has published its first design journal titled: *Primitive Hut*. *Primitive Hut* examines design through a collection of new writings, drawings and essays on elemental beginnings.

For questions or additional information, please contact the gallery at [office@giovannibeltran.net](mailto:office@giovannibeltran.net)