



The Chords | OFF | Press Kit
2023-06 | Artwork for Oslo Freedom Forum
a t e l i e r



 Human
Rights
Foundation

 XV YEARS
OSLO
FREEDOM
FORUM

MOONAGE

The Chords by YokYok

size: 12x20x6m

materials: wool, wood & straps

client: Human Rights Foundation

organizer: HRF

curator & production: Moonageevents

realization: YokYok

event: XVth Oslo Freedom Forum 2023

date: June 12th to 16th

location: Oslo, Norway

The Chords
Context

The Chords is a temporary installation designed for the Oslo Freedom Forum opening at Hoymagasinet in Norway. HRF and Moonageevents invited YokYok to think and design an In-situ installation for this singular space.

The challenge was to create an installation acting as a canvas for the night: the cocktail, the fashion show and then the party. YokYok proposed to tense lights threads of wool above the assembly using the existing structure for an economy of means.

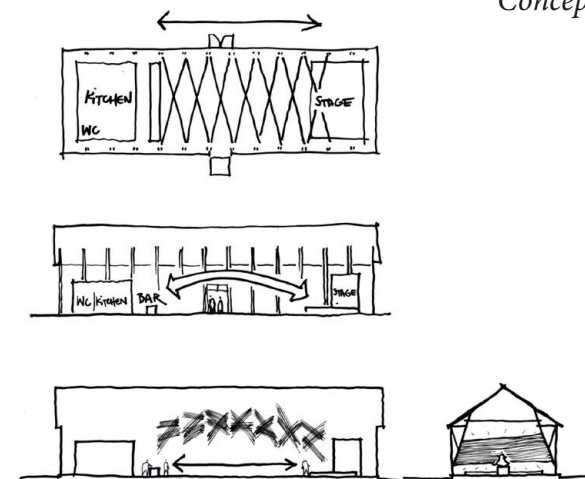
The tense wool links both sides of the barn together. «The Chords» evokes links of solidarity between people and resonates with Human Rights Foundation's purpose.

photos courtesy of Atelier YokYok / ©YokYok





The Chords Concept



YokYok's intentions were to occupy the whole space between the bar and the stage. The installation is higher on the middle and lower near the stage and the bar to enhance the monumentality of the space. It let the ground and circulation free, for the people and the fashion show.

Louise Xin Couture

The Oslo Freedom Forum invited the fashion designer Louise Xin Couture to perform a show about her work focusing on Uyghur forced labour and modern slavery.

«The Chords» uses end-of-stock cones of natural wool from Italian mill Filpucci that will be re-used for furniture design within the scope of a research work led by YokYok.





Atelier YokYok / ©Kristian Varvik



Atelier YokYok / ©YokYok

«The idea was to take advantage of the spot lights trusses to light up the wool. The lights make the wool appear, even more when the background is dark. In turn, the wool hides the metallic trusses that hold the spots and speakers.»

«With a X configuration in plan we can avoid touching the trusses, letting the technicians work to set up the lighting before the show. This principle offers full freedom of movement for the threads within one span.»

YokYok

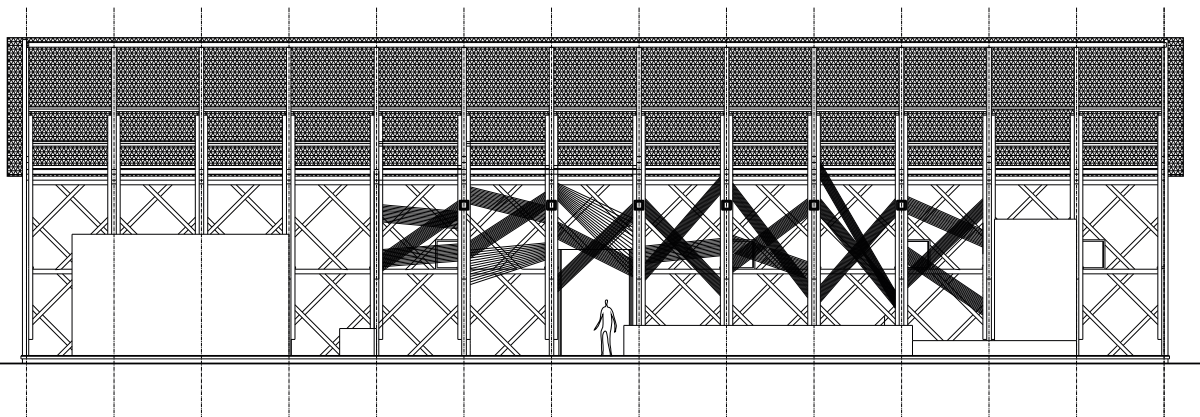
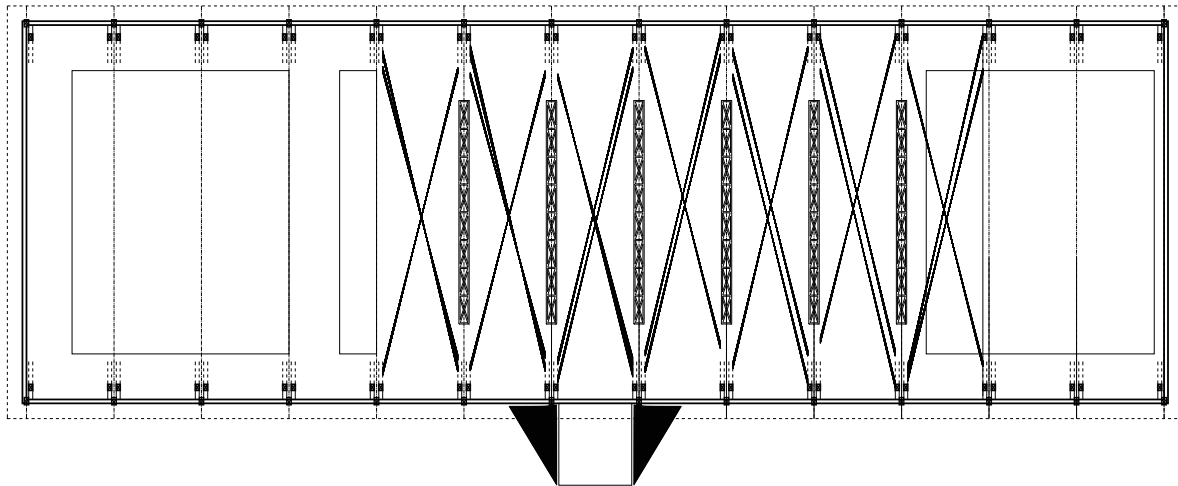
The Chords Concept



YokYok likes to do more with less. The wool allows maximum efficiency to occupy the space with very few materials. The YokYok team travels with few tools and materials. All the installation fits in the luggages (9kg of wool + fastening details) and the structure of the space does the rest. The fastening details were handcrafted by YokYok with recycled straps and wood cleats. All the installation was prepared before to be mounted quickly on site due to the tight schedule proper to events.

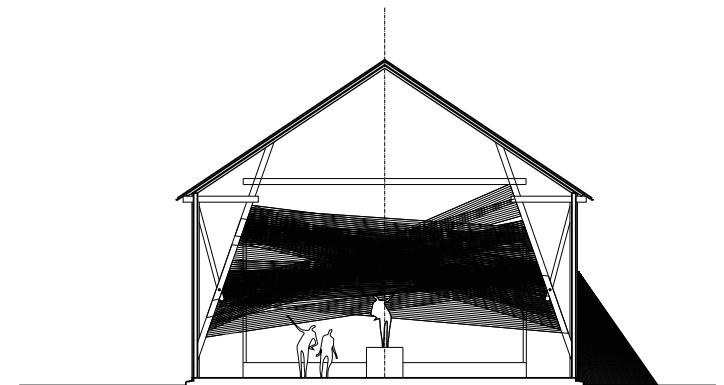


Atelier YokYok / ©YokYok



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Hoymagasinet - project



Echelle :- : --
 Date : 20-Apr-23



Louise Xin / Atelier YokYok / ©YokYok



Sverre Vedal / Atelier YokYok / ©YokYok



Atelier YokYok / ©Kristian Varvik



YokYok remercie! / Thanks! to :

HRF Human Rights Foundation, Gustav Deutsch, Jenny Stinson, Stephanie Zellhoefer, Nayla Ghassibeh
Moonage Events production, Johaina Zouki
ZEvents, Andreas Nilsen, Svava Thorhallsdottir
Le Pacte, Shayne Wills
Hoymagasinet, Thomas Madsen

The Chords
Team



MOONAGE



LE PACTE



HØYMAGASINET

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Atelier YokYok

YokYok est un studio de création fondé en 2015 par Samson Lacoste et Luc Pinsard architectes. Il se compose aujourd'hui de quatre têtes, avec Laure Qarémy enseignante et Pauline Lazareff architecte-ingénieur.

Le travail de YokYok se situe entre l'art et l'architecture. Il explore à travers des installations immersives le rapport au corps, la matière, l'expérience sensorielle, la géométrie et le paysage. Parfois in situ, parfois nomades, ces installations jouent avec l'architecture et remettent en cause leur environnement en décalant ses fondamentaux avec humour. YokYok crée des œuvres et des installations dans des contextes variés tels que festivals, musées, jardins, places, espaces privés ou équipements publics. Il aime raconter des histoires, tisser un imaginaire et poser un regard poétique sur les lieux qu'il découvre.

Atelier YokYok

YokYok is an artistic design studio founded in 2015 by Samson Lacoste and Luc Pinsard architects. It is today composed by four heads, including Laure Qarémy professor and Pauline Lazareff architect-engineer.

YokYok's works take place between art and architecture, around human body, materials and sensitive experience. Keen of installations to be experimented in a playful way, YokYok proposes interactive, and unexpected architectural curiosities. YokYok creates artworks and installations in various contexts as festivals, museums, gardens, public squares or architectural projects. He likes to tell stories, to forge an imagination and to look at new places with poetry.



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The Chords
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Thanks !

