

The New York Times

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NEW YORK, SUNDAY, OCTOBER 18, 2009

\$6 beyond the greater New York

EVENING HOURS

Bill Cunningham

Cause And Effect



Oct. 14: The Museum of Arts and Design's Mad Paperball complemented the current exhibition of paper art, sculpture, jewelry and clothing. The guests were encouraged to wear paper clothing, and they did.

1. From left, **WHITNEY LARKIN**, **ANDREW HEID** and **ADRIANA FARIETTA**.

2. From left, **ADI GIL**, **ANGE DONHAUSER** and **GABI ASFOUR**.

3. **FABIOLA BERACASA**.

4. **JOSEPH AUDEH** and **LAIA GARCIA**.

5. **FELICIA ZIVKOVIC**, left, and **LEONORA ARSLANI**.

6. **MELISSA DURAN** and **WILSON MATHEWS III**.

7. **KRISTEEN YOUNG**.

8. **BLISS LAU**.

9. **KATHERINE KOSTREVA**.





DESIGN October 16, 2009, 4:32 AM

Party on Paper | The Museum of Arts and Design Tears It Up

By MONICA KHEMSURJIV



Fabiana Bertaza, left, and Terence Koh.

Photo by Alan Bensheim

Here's a tip: If you're invited to donate a work to a silent auction benefiting the [Museum of Arts and Design's](#) first anniversary at 2 Columbus Circle, it's not the time to get all conceptual. Most of the artists who participated in Wednesday's Paperball event designed decorative objects and dresses made of the crinkly stuff, but apparently one mischief-maker submitted a plain rumpied sheet as an entry. Clever, but who's going to buy a paper ball at a Paperball?



Image courtesy of the Museum of Arts and Design

A paper truck by Surface to Air sold for \$350.

So what were the distinguished guests — who included [Terence Koh](#), [Bogaci Gregory](#), [Lynn Yaeger](#), Rose McGowan and the "Mad Men" costar Bryan Batt — bidding on as they munched on goodies prepared by Jean-Georges? An intricately constructed white paper truck by [Surface to Air](#) sold for \$350, [Chris Gilmour's](#) black papier-mâché horse head for \$5,000. A [Kenzo Minami](#) print went, as did a [Ladd brothers](#) calendar in the shape of a grenade and Matthew Williamson's mobile of Victorian-style paper dolls dangling from a puppet dressed in pink laser-cut felt. And the museum's director, Holly Hotchner, took home both a work by the designer [Dore Bensheim](#), who juxtaposed an actual piece of crumpled paper with a picture of one in a digital photo frame, as well as her dress for the evening, a paper gown made of 1,000 origami cranes by the architect [Stephanie Goto](#).

At a private benefactors' dinner upstairs, where the museum's new restaurant will be opening in a month or so, Hotchner explained that the directors chose paper as the medium of choice for what will eventually be an annual festivity not just because of its anniversary significance or the "Slash: Paper Under the Knife" exhibition that just opened there, courtesy of Kate's Paperie. "The idea of working with a material that's available to everyone has a lot to do with the DNA of the museum," she said. "Paper is democratic and accessible, and it's used almost everywhere in the world for celebrations: Africa, India, South America." For MAD, it marks an unequivocal triumph over a tough year, one that began just as the market crashed. "This is a great start for the museum," Hotchner affirmed.

people + parties parties



Going MAD

The Museum of Arts and Design Turns One

SCOOP

PHOTOS



Rose McGowan
[more photos](#)

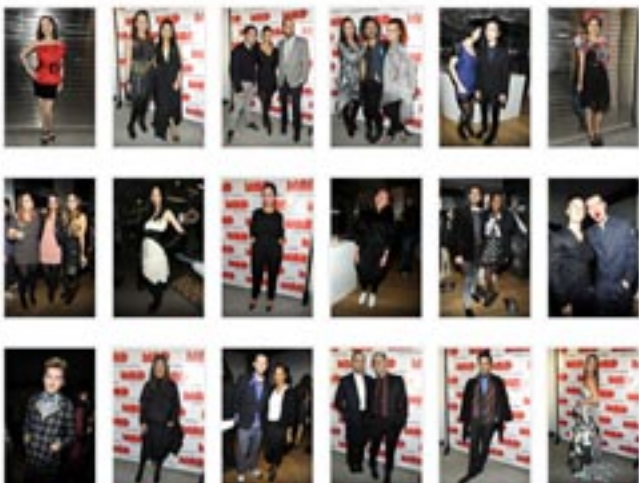
The Museum of Arts and Design celebrated its first anniversary in its new Columbus Circle home with a PAPERBALL last night, inviting 45 artists to create works made of cut, torn, burned, and shredded paper and enlisting Mad Men's Bryan Batt—a.k.a. the recently axed Sal Romano—to host. Rose McGowan, who shared hosting duties, was so upset over Sal's firing that, she said, "I'm going to hound Bryan until I find out what happens." But other guests—Fabrizio Ferrarini, Harley Viera-Nelson, and Lorenzo Mattotti among them—were more enthralled by the elaborate commissioned works. A set of cheeky paper dolls by Matthew Williamson went for \$600 and a Rubin Chapelle paper dress sold for a cool \$2,800, all to benefit the museum's education programs. Enjoying a break after his opera performances in Paris, art provocateur Terence Koh

pondered his next move. Eyeballing the displays, Koh mused, "I don't usually work in paper. But I say, why limit yourself?"

— See [Dress: Cheap](#)

SCOOP

PHOTOS



WEDNESDAY

Sportswear



DESIGN DEAL: Could a deal between Badgley Mischka and James Mischka and HSN be in the works? According to sources, the designer duo has been in talks with the home shopping network to create a special lifestyle collection, which could launch as soon as this fall. Details of the line could not be learned, but the move would further up the network's fashion quotient. HSN already offers fashion collections by designers such as **Loulou de la Falaise**, **Randolph Duke** and **Tina Knowles**, and in November will launch a special fashion jewelry collection by **Molly Sims**. HSN representatives could not be reached for comment.

GAGOSIAN'S CROWNED PRINCE: Now that Gagosian Gallery's first retail shop is up and running at 988 Madison Avenue, none other than **Richard Prince** will be headlining the opening party festivities. The art and fashion crowd will be well represented when the artist turns up Oct. 6 to tout his newest limited edition book, "Bettie Kline," produced exclusively for Gagosian.

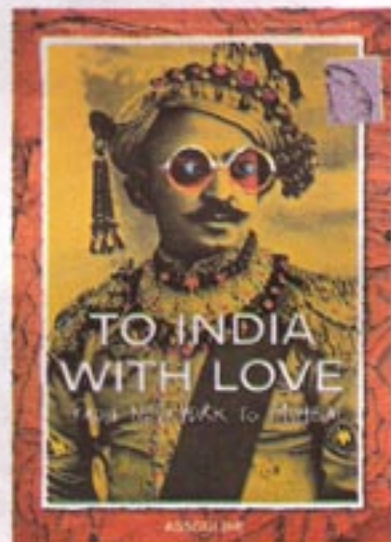
ON HORSEBACK: Trotting along with its heritage, Gucci will be the main sponsor of the European Equestrian Masters, the international horse jumping show that will be held in Paris from Dec. 10 to 13. Gucci Masters, the name of the sponsorship, is the luxury brand's first equestrian funding in 20 years and is aimed at highlighting the house's roots and culture. "I've been an avid horseback rider since I was a child, so it's a pleasure for me to be involved in a program that is as close to my heart as it is to Gucci's rich history," said **Frida Giannini**, Gucci's creative director. During its four-day sponsorship, Gucci will set up an on-site store that also will carry a limited edition collection of scarves, boots and blankets.

Organized by Brazilian horseman **Nelson Pessoa**, the 24-year-old European Equestrian Master is an exclusive event where 40 of the world's best jumpers race at the Parc Des Expositions in Paris-Nord Villepinte. It draws more than 170,000 visitors and 400 exhibitors each year.

HEY, BIG SPENDER: It seems **Hugh Jackman** has friends with exquisite taste. Jackman, who begins his run alongside **Daniel Craig** in "A Steady Rain" on Broadway this week, received a gift of a stainless steel Piaget watch from none other than style guru **Robert Verdi**. According to a source, Verdi, who stopped into Piaget's Fifth Avenue boutique on Monday, had the watch inscribed with the phrase "Break a leg" on the back.

HAVING A BALL: Model **Coco Rocha** and **Bryan Batt** of "Mad Men" will cohost the Museum of Art and Design's first-ever young patron's gala on Oct. 14. The fete will celebrate the museum's one-year anniversary in its **Brad Cloepfil**-designed home on Columbus Circle, and is the first time the institution is targeting a younger generation of museumgoers and artists, with ticket prices starting at \$150 and dancing to DJs **Paul Sevigny** and **Harley Viera-Newton**. (The museum's annual black-tie Visionaries Gala has focused on more established artists and well-heeled patrons.) Dubbed the

"Paperball," the event also celebrates the opening of a new exhibit, "Slash: Paper Under the Knife," which features site-specific works made from paper. As part of the event, a raft of fashion designers, photographers and artists have designed works from paper — such as dresses and accessories — to be sold at the party, including **Matthew Williamson**, **Craig McDean**, **James Rosenquist**, **Issey Miyake**, **Gemma Kahng**, **Slava Mogutin**, **Donald Deal**, **Yeohlee Teng** and **Lela Rose**.



INDIAN FEAST: All eyes may be on Milan and Paris right now, but the fashion world is also considering Mumbai. In response to the November terror attacks there, industry members including **Yves Carcelle**, **Diane von Furstenberg**, **Evelyn Lauder**, **Silvia Fendi**, **Matthew Williamson**, **Rachel Roy**, **Kenneth Cole** and **Cynthia Rowley** have contributed artwork and text to the new tome "To India, With Love," being released in November by Assouline. Profits from

the book and its surrounding events and exhibits benefit Taj Public Service Welfare Trust in conjunction with Mumbai: We Got Your Back, an organization founded by the book's editors, **Waris Ahluwalia**, **Tina Bhojwani** and **Mortimer Singer**. "As funny as it seems, I've only been to India twice, but I'm inspired by it in an enormous way," says contributor **Tory Burch**, who first traveled to the country on a Semester at Sea program in college. Other big names who participated in the book include **Natalie Portman**, **Wes Anderson**, **Adrien Brody** and **Elizabeth Hurley**.

Interview

PAPERBALL GALA

October 14, 2009 @ 2 Columbus Circle

Last night, the Museum of Arts and Design hosted the Paperball Gala in honor of both its first birthday and *Slash: Paper Under the Knife*, a show of works done entirely in paper by artists including Olafur Eliasson, Tom Friedman, and Kara Walker. *Mad Men*'s Bryan Batt hosted, while Leo Fitzpatrick, Cassie Coane, and Harley Viera-Newton took care of the music.



NYLON

10.20.2009



world exposure

ARTISTS IN RESIDENCE: THE MAD PAPER BALL

Checking out the incredible paper sculptures at the Mad Paper Ball.

{click to enlarge}



ABOUT LAST NIGHT... PAPERBALL AT THE MUSEUM OF ART AND DESIGN

BY CAROLINE TOREM CRAIG



Rose McGowan

NEXT »



WHAT: PAPERBALL! An evening of fashion, design, dining, dancing and fundraising.

WHEN: Wednesday, October 14, 2009

WHERE: The Museum of Arts and Design

WHO: Rose McGowan, Bryan Batt, threeASFOUR, Yeohlee Tang, Fabiola Beracasa, Chris Benz, Genevieve Jones, Kai Kuhne.

SCENE STEALERS:

Director **Holly Hotchner**, wearing a paper dress of a thousand origami birds, said her outfit was fireproof when a photographer cheekily advised her not to go near a lit cigarette!

Every step she took, **Rose McGowan** graciously faced flashbulbs!

More than one guest walked up to me and said "I thought this was a **PAPER** party, like as in **PAPER MAGAZINE!**"