



PRESS RELEASE

Come Up To My Room Exhibition

room 208

Pietro Gagliano of *TrueFalse Studio* and Peter Wehrspann of *Holtzundmetal* collaborate to bring a unique approach to interior design. By combining talents of furniture, product, and graphic design, they will bring beauty, comfort, and commentary to room #208 at The Gladstone Hotel.

PRESS RELEASE

Come Up To My Room Exhibition

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PRESS RELEASE

Come Up To My Room Exhibition

exhibition

**THE GLADSTONE HOTEL**

"A unique urban hotel providing both travelers and Torontonians with a truly authentic experience of the local creative culture."

— GLADSTONEHOTEL.COM

COME UP TO MY ROOM 2008

Come Up To My Room is an annual alternative design exhibition housed in the historic 118-year-old Gladstone Hotel. Innovative, cutting-edge designers/artists are invited to transform all 12 of the Gladstone's second floor rooms into imaginative - and sometimes strictly aesthetic site-specific installations. The exhibition showcases the work of practitioners and emerging designers who approach design with radical personal vision and has become a home base for designers/artists whose work falls outside of traditional practice.

For a more detailed explanation of the exhibit please visit:
[HTTP://WWW.GLADSTONEHOTEL.COM/CUTMR/INDEX.HTML](http://www.gladstonehotel.com/cutmr/index.html)

WHERE IS COME UP TO MY ROOM?

This event takes over the entire second floor of the *Gladstone Hotel*
 1214 Queen Street West
 Toronto ON.

Visitors will find temporary room installations in 12 exhibition rooms plus public space projects in the hotel's lobby, stairwell and 2nd floor reception gallery.

WHEN IS COME UP TO MY ROOM?

The exhibition runs Friday February 22 to Sunday February 24, 2008

EXHIBITION HOURS:**Press Preview: Thursday February 21, 4-8pm**

Friday February 22, 12-8pm

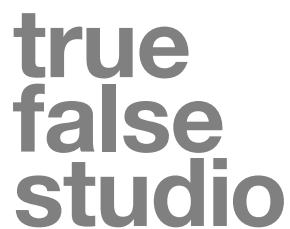
Saturday February 23, 12-10pm (Reception 7-10pm)

Sunday February 24, 12-5pm

PRESS RELEASE

Come Up To My Room Exhibition

contributors



true
false
studio




Holtz und metal

"Creativity is the power to connect the seemingly unconnected."

– WILLIAM PLOMER

ROOM 208 DESIGNERS

Pietro Gagliano of *TrueFalse Studio* and Peter Wehrspann of *Holtz und metal* collaborate to bring a unique approach to interior design. Pietro, a talented graphic designer and Peter, a skilled Furniture designer, will bring beauty, comfort, and commentary to room #208 at The Gladstone Hotel.

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our concept

“Our focus is to become a catalyst as opposed to directors of change.”

**PHILOSOPHY**

Consumerism influences every aspect of our lives. As designers, we have intimate knowledge of the promotion and creation of the products that motivate the consumer. We believe it is our responsibility to effect change on a small or a large scale. Our intention is to utilize this knowledge about product to create an effect in respect to beauty, function, and human issues. We hope our philosophy will act as a catalyst for discourse.

APPROACH

Product is a medium that enters everyone's home. A message attached to a product becomes a catalyst for change. Our focus is to become this catalyst as opposed to directors of change. We believe the most effective discourse allows the individual to come upon the attitude that encourages change. We offer the idea that product can be a Trojan Horse. It therefore must attract or seduce to enter the gates. To seduce it must be executed properly i.e. demurely and beautifully by first fulfilling its rudimentary purpose of furnishing a room. Without seduction there is no relationship. The furniture must be well executed putting into practice the fundamental principles that characterize intelligent and successful design.

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our concept

**INSPIRATION**

“... information as
ornamentation becomes
a democratic tool.”

Our concept is inspired by contemporary concerns and the historical context of design. As classical, baroque, and Victorian design emerged from the surrounding environment of its creators, so too will we derive our ideas. We will find inspiration from the world around us. Though unlike classical design, it will manifest itself differently. Instead of using ornate shapes and patterns to create a graphic picture limited to the explanation of an environment, our design will include literature in graphic form to confront human issues. Thus, information becomes the new ornamentation. We propose it as the next phase in the evolution of design. This stage has been preceded by the bourgeois ornamentation of the Victorian era and the utilitarian, austere characteristics of the modern age. In this context, information as ornamentation becomes a democratic tool.

MANIFESTATION

We chose the media room/entertainment room as our stage because of its iconic quality as the apex of consumerism in which television, its most noticeable product, carries the form of advertisement. In this room, function, beauty, and comment synergize to give an overall impression for its users and viewers. We aim to attract and repulse simultaneously in order to attract further.

We will use our combined talents of furniture, product, and graphic design to speak and be heard without shouting.

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biography

PETER WEHRSPANN*Furniture Designer*

Peter is a skilled designer, metal artist and woodworker. A graduate of SITAL in Oakville, Ontario, Peter has twice received the Betty Kantor Scholarship Award for students who display excellence in the program. He has also had the privilege of studying overseas at the Danmark Design Skole. Before studying furniture design he received a communications degree from Wilfrid Laurier University in Waterloo, Ontario.

Born in Toronto, he has been able to widen his perspective by traveling and living abroad in Japan, Switzerland, and Denmark. Articles about his work have appeared in NOW Magazine, The Haliburton County Echo, Ukula Magazine, and Gardening Life Magazine. His work has been exhibited and can be found in chic and hip Toronto hot spots such as Made, Musik Nightclub, Ukula Boutique, Common Cloth, and Style Garage. Peter is the winner of a one-of-a-kind-bench competition hosted by Haliburton Development Corporation, whereby his bench, Current, was commissioned and installed at Sir Sanford Fleming College Sculpture Forest, Haliburton Village. As sustainability is a growing concern for the world, it is also a part of Peter's design vernacular. He was selected to take part in Vancouver's 'Swell,' 30 days of Sustainability Exhibition, 2007.

Working from his Toronto studio, Peter's designs have been sought by residential clients, interior designers, architects, Toronto retailers and international furniture manufacturers.

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portfolio



LEFT:

PEN & PAPER

Curly Maple, Tubular Steel.

Fall 2003

W: 24" H: 27" D: 60"



LEFT:

IS – IDEAL SOURCE

Reclaimed Lumber.

Spring 2007

W: 25" H: 30" D: 27"

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portfolio

RIGHT:
CURRENT
White Oak, Powder-Coated
Steel. *Spring 2005*
W: 20" H: 27" D: 132"



LEFT:
H+M CHANDELIER
Aluminum, Steel, White Oak
Veneer. *Winter 2006*
W: 6" H: 7" L: 30"



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portfolio



LEFT:

TANGENT

Walnut, Stainless Steel.

Winter 2005

W: 24" H: 40" D: 90"



LEFT:

STELLAR BUUTE

Painted Steel, Brass, Paper

Chord. *Summer 2004.*

W: 19" H: 31" D: 20"

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biography

PIETRO GAGLIANO
Graphic Designer

Born and raised in rural Ontario, Pietro's interest in design stems from an early fondness for drawing, painting, robots, and Lego.

A graduate of the *YSDN Bachelor of Design Programme*, and a Provisionary member of the *Registered Graphic Designers of Ontario*, he is artistic and imaginative, and has an inordinate passion for the creative process. Specializing in branding, interactive and motion design, Pietro's award-winning work has been featured in several Canadian art publications including *Applied Arts Magazine* and internet forums such as *Ventilate*, *Under Consideration*, and *CBC Radio 3*.

Pietro refuses to believe that effective design is about following the brief and playing it safe; rather, he believes in critical thinking, problem solving, and pure creativity.

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portfolio

RIGHT:
THE SKY IS THE LIMIT
Short Film & Animation.
Spring 2007
L: 2 min 28 sec



LEFT:
ZANTA THE MOVIE
Documentary Film.
Fall 2005
L: 16 min 58 sec

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portfolio

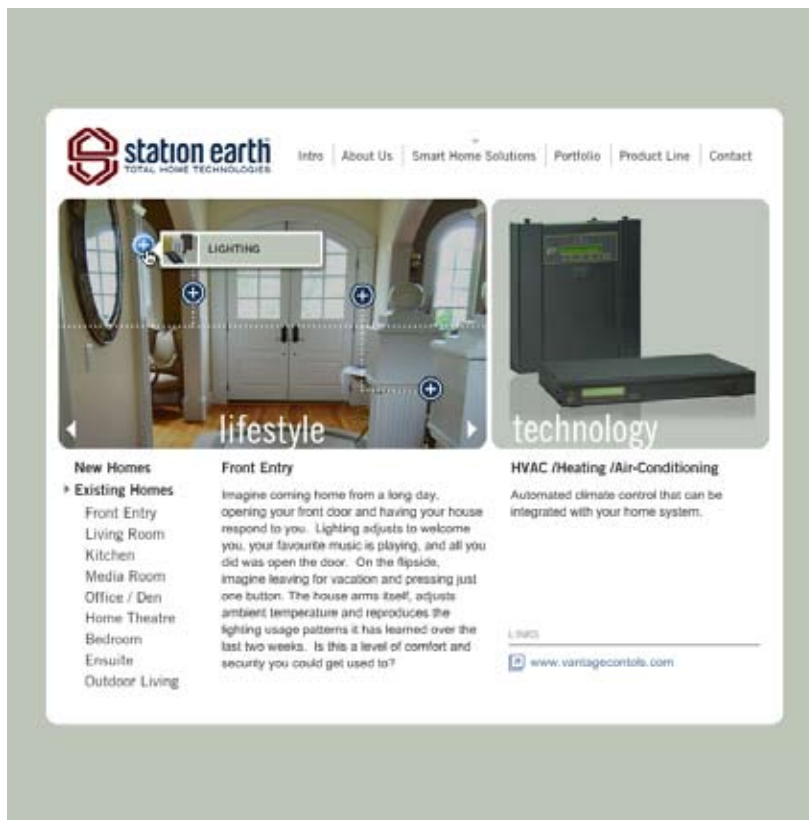


ABOVE:
TTC LOGO & ANIMATION

Brand Development
& Motion Graphics.

Winter 2006

L: 5 sec



LEFT:
STATION EARTH

Brand & Website Development.

Summer 2005

11 Page Website

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Come Up To My Room Exhibition

portfolio



LEFT:
INFINITY EXPLORATION
Motion Graphics Experiment.
Spring 2004
L: 30 sec



LEFT:
THE CONSCIOUS COLLECTIVE
Brand Development.
Fall 2005
Various Applications

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contact info

CONTACT INFORMATION

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