



two for the show

Since first impressions are everything, the Art Fair Company commissioned not one but two firm founders to conceive the entrance of its annual Metro Show at New York's Metropolitan Pavilion last January. The collaboration between architects Deborah Schneiderman, of DeSc, and Igor Siddiqui, of Isssstudio, culminated in *Zigzag*, a 100-foot-wide, folding partition. To symbolize the art show's diversity, the wooden panels were emblazoned with a riot of patterns, digitally printed on recycled vinyl and custom-designed to accentuate the varying perspectives of the panels. In the absence of natural light, peaks of matte-black vinyl simulating shadows were adhered to the oak floor. ➤

From top: *Zigzag*, by DeSc and Isssstudio, appeared at the entrance of the Metro Show at the Metropolitan Pavilion in New York, surrounding a lounge while also concealing a storage area. Digitally printed recycled vinyl on the 12-foot-high wood panels.