



The jury was intrigued by Annual Arca's 'sense of permanence', a quality not typically associated with trade-fair stands.

SHOW
Trade-Fair Stand
of the Year

ANNUAL ARCA BY HÉCTOR ESRAWE, MANUEL CERVANTES, MAURICIO BOCHA, JAVIER SÁNCHEZ, JAVIER CLAVERIE, RAFAEL RIVERA, JORGE ARYIZU, IGNACIO DEL RÍO, EMMANUEL RAMÍREZ AND DIEGO RICALDE

MEXICO CITY – Annual Arca was originally set show at Expo CIBAC in Mexico City, the Latin American construction industry's largest fair. The project saw ten prominent Mexican architects and designers – Héctor Esrawe, Manuel Cervantes, Mauricio Bocha, Javier Sánchez, Javier Claverie, Rafael Rivera, Jorge Aryizu, Ignacio Del Río, Emmanuel Ramírez and Diego Ricalde – unite to explore the origins of marble. At the beginning of 2017, the team travelled to central Italy to visit Carrara, a city known for its white and blue-grey marble. The aim was to learn about the heritage and processes surrounding the ubiquitous material before translating

that knowledge into a trade-fair stand for the group's clients, Marmoles Arca and The Woodshop. 'The clients gave us complete freedom in developing the stand,' says Esrawe, director of Esrawe Studio. 'The brief was heard largely on the values of Marmoles Arca and the goal of having closer contact with architects, whom our clients wanted to approach with the right language. It wasn't about showing a catalogue and samples, but about starting a dialogue to discuss possibilities.'

The architects reproduced a single mass of Oxford-grey granite more than 400 times. Despite the uniformity of the masses, lighting effects seemingly imbued

each sculpted form with a different tone. The jury found that the result 'created strong usage and an exciting space'.

Another of the group's objectives was to question the short-lifespan-to-massive-investment ratio associated with such fairs. Unlike many expo presentations, Annual Arca was given an afterlife as a public sculpture. An installation that was initially nomadic, says Esrawe, 'eventually found a permanent home in a public park'. Jury members recognised this quality in the project, drawing attention to its 'sense of permanence'. – T

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