


XHIBITION

Gottesman-Szmelcman Architecture — Archello — December 15, 2016 — VPM: 417K

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THE NEW GORDON GALLERY

GS ARCH **THE NEW GORDON GALLERY** by Gottesman Szmelcman Architecture as Architects [FOLLOW](#) [+ ADD STORY](#)



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The new exhibition space on Pelach Street, in south Tel-Aviv, sits within an industrial area in transition. Next door there is a factory for zippers and a carpentry workshop. Architects and designers have begun to move in and the new urban plan has rezoned the area as high density, mixed-use with the possibility of constructing residential towers. Thus, this space can be viewed a temporary yet we have learnt over the years that there are few things as permanent as temporary structures.

Thus, when we were approached by Gordon Gallery to design a new gallery, it was clear to us that a fine balance was needed between the surrounding industrial shacks and the exact requirements of Gordon Gallery. Although this structure may be temporary, it cannot afford to be taken lightly. The designing of any art gallery is as much about its boundaries as the volumes that defy definition. Light and shade, as well as, the dialogue between the internal and external areas are all forces that color our perception.

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