



bureau betak builds brutalist, LED-lit booth for galerie gmurzynska at TEFAF art fair

at the TEFAF spring art fair in new york, bureau betak has conceived an electrifying LED-lit concrete grid as the booth installation for galerie gmurzynska. the dynamic setting hosts a specially curated art presentation of 20th century masters, including a painting by joan miró and a sketch of 'the gates' by christo and jeanne-claude. bureau betak creative director alexandre de betak describes the scene as *'a brutalist yet minimalist and futuristic setting for a powerful art selection...all in concrete, mirror and light lines in authentic betak manner!'*



the booth installation for galerie gmurzynska has been conceived as an electrifying LED-lit concrete grid

the bureau betak (<http://www.bureaubetak.com/>)-designed booth features a luminous grid of bright white lights that dynamically draw viewers through the space. laid in concrete, dark grey walls are punctuated by a network of LEDs feeding across the façade, forming a futuristic and electrifying ambiance. at the back of the setting, a mirror-clad 'secret room' hides a further selection of artworks from galerie gmurzynska's (<http://www.gmurzynska.com/>) collection. at TEFAF (<https://www.tefaf.com>), bureau betak's installation offers an engaging 'art experience', providing new perspectives on the gallery's collection, and a new take on traditional art fair encounters.



a grid of bright white lights dynamically draws viewers through the space



the luminous grid spans the volume's floor and walls



laid in concrete, dark grey walls are punctuated by a network of LEDs



at the back of the setting, a mirror-clad 'secret room' hides a further selection of artworks



bureau betak's installation offers an 'art experience'



additional artworks are hidden behind the mirrored room