

Playlab, Inc.



'Rock, (Toilet) Paper, Scissors'



Rock, (Toilet) Paper, Scissors, 2020
Edition of Five
Klein scissors, Bracket, Faux rock
9.0 W × 15.5 D × 12.0 H in.
228.6 W × 393.7 D × 304.8 H mm
\$909

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Playlab, Inc. is an extremely multi-disciplinary Los Angeles-based creative studio founded by Archie Lee Coates IV and Jeff Franklin in 2009 that creates experiences for brands, organizations, and human beings. With no particular focus, the studio works in a diverse range of disciplines to bring a wide scale of projects to life for ourselves and others. Past projects have included: 30' inflatable flowers for Midtown Manhattan and Shanghai, giant worm tents for the New Museum of Contemporary Art and Storefront For Art & Architecture, a rebrand of America for SFMOMA, a compilation of all the times Joaquin Phoenix has walked in his films, titled Walking Phoenix, a performance at the FLAG Art Foundation, a book with Virgil Abloh, several runway shows with both Reese Cooper and Louis Vuitton c/o Virgil Abloh, and over 270 other projects. In 2011, the studio co-founded the quarterly architecture publication called CLOG, and in 2010 the studio co-founded +POOL, an initiative to build the world's first water-filtering floating pool in New York with Dong-Ping Wong and Oana Stanescu. Playlab, Inc. is: Archie Lee Coates IV, Jeff Franklin, Dillon Kogle, Ana Cecilia Thompson Motta, and Peter Deering.

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