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A Look Back at Gaetano Pesce's Version of an Office



Left: for the advertising agency Chiat/Day in New York, the Italian designer Gaetano Pesce created face-like resin doors for employees' lockers. Right: his Waffle Table, currently available from Pulp Gallery in Paris, was designed for the agency's cafeteria. Left: © Donatella Brun. Right: © Alexis Narodetzky

By Alice Cavanagh

In 1994, the advertising agency Chiat/Day opened a New York office designed by [Gaetano Pesce](#), the Italian artist and architect known for his colorful, experimental furniture and objects. The open-plan space, blanketed in Pesce's signature primary-hued resins and filled with his custom pieces, became an early blueprint for flexible working hubs. After a merger in 1998, the agency moved uptown, and the office was dismantled, though some pieces were salvaged. Four such items, including locker doors featuring Pesce's playful, face-like silhouettes, a waffle table from the cafeteria, and a steel-framed desk, will be included in an exhibition at Pulp Gallery in Paris next month. "The furniture created for the offices differs slightly from Pesce's classic production," says Paul-Louis Betto, one of the gallery's founders, in that the designer adjusted his process to ensure the furniture was suited to office life, focusing on durability and functionality. Betto and Pulp co-founder Paul Ménacer-Poussin, who focus on collectible design from the post-1980s radical movement, have become experts in Pesce's work. For this show, they've produced their first coffee-table book, "The Chiat/Day Project," which chronicles the making of the office through archival photographs and testimonies. *"Gaetano Pesce: the Chiat/Day New York Project" will be on view at Pulp Gallery, Paris, from March 26 through April 25; the "Chiat/Day Project" book will be available for pre-order beginning Feb. 27, about \$58, pulpgallery.com.*