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**June 20 – 22, DENFAIR, Melbourne – Zaha Hadid Design – Stand 410**

## **ZAHA HADID DESIGN | FIRST AUSTRALIAN SHOWCASE**

ZAHA HADID DESIGN will unveil its first showcase in Australia at DENFAIR 2019 in Melbourne, that will focus on the studios' exploration of material and scale.

With each new design for the collection, ZAHA HADID DESIGN continues Zaha Hadid's inventive methodology and process; sharing Hadid's story and its significance within the dialogue of contemporary design.

Co-Director Woody Yao explains:

*'The strength of the collection lies in our ability to interpret the ordinary into something unexpected. When designing objects Zaha was never constrained by any given use or spatial context. We continue to follow and draw strength from this approach so that the collection has room to evolve without compromising the integrity of the design.'*

### **Exhibition**

A portfolio encompassing 40 years of design research and experimentation is expressed in pioneering designs for lighting, furniture and finishes:

- The MOON SYSTEM Sofa and Ottoman (2007) - ZHD x B&B Italia
- The ARIA and AVIA Chandeliers (2013) - ZHD x Slamp
- The QUAD Table (2014) - ZHD x Citco
- The LIQUID GLACIAL Stools (2015) - ZHD x David Gill Gallery
- The CELLULAR Rug (2018) - ZHD x Royal Thai Carpets

In conjunction with the collaborations, the ZHD own label of design objects will also be featured and include the new SWIRL Bowl, and CELL Centrepiece.

The SWIRL Bowl (2019) in crystal glass brilliantly captures the dynamism of a liquefied vortex. Defined by a complex geometry, the bowl features topographical shifts that ripple across its surface.

The new CELL Centrepiece (2019) in stainless steel reflects the spirit in which it was achieved; true to Hadid's process of abstraction, the complex pattern evolves within the design that remains precise with the use of laser technology.

The centrepiece explores geometric transitions: solid to void; hexagonal to sphere; static to explosive.

### **Stand Design**

Centred around themes found in Hadid's repertoire, ZHD has designed a stand that encompasses abstraction and tension; elements often conveyed within her spatial interventions.

Conceived as two continuous loops or ribbons, that intersect and peel away from one another to reveal an exaggerated perspective, the structure expresses a dynamic gesture in the intersecting and overlapping of elements that define the space.

Contrast is highlighted by the juxtaposition of the outer three-dimensional loop defined by orthogonal sides, and the inner loop, emphasised through sharp exaggerated turns.

With careful consideration of texture and materiality, objects are arranged to invite exploration.

Marble, acrylic, polycarbonate, wool and steel feature prominently and contribute to the creation of a realistic living environment.

## Panel Discussion

MASTERCLASS | June 20, 3:30pm

ZAHA HADID DESIGN: Interpreting The Ordinary into Something Unexpected

In a moderated discussion, UK-based directors Maha Kutay and Woody Yao will speak about the development of the studio by Zaha Hadid from the 1980's until present, and the impact of this process, on their first ever visit to Australia, for DENFAIR 2019.

### About ZAHA HADID DESIGN

ZAHA HADID DESIGN (ZHD) was established in 2006 by Zaha Hadid, and operates under the lead of co-Directors Woody Yao and Maha Kutay. Pushing the boundaries of contemporary design, ZHD implements the latest technological and material advancements in design, often in collaboration with the world's most respected brands. The ZHD portfolio is cross-disciplinary and includes design in fashion, jewellery, furniture and finishes, interiors, exhibitions, installations, and set-design.

To respond to the demand for her work on a commercial level, the own label 'Zaha Hadid Design Collection' was developed and features a selection of design objects for the home, retailed globally, as well as online at [www.zaha-hadid-design.com](http://www.zaha-hadid-design.com).

ZHD has a gallery space, located in London, which examines the cross-disciplinary approach to design, of Zaha Hadid. The ZH Gallery is host to temporary exhibitions featuring emerging designers, as well as a venue for product launches, lectures, and performances rooted in contemporary culture.