

FRITZ HANSEN

Press Release April 2019

FRITZ HANSEN PARTNERS WITH ZAHA HADID DESIGN TO PRESENT 'SHAPING REALITY THROUGH TIME' DURING CLERKENWELL DESIGN WEEK 2019

For Clerkenwell Design Week 2019, Fritz Hansen partners with Zaha Hadid Design to present 'Shaping Reality Through Time', an exploration of Fritz Hansen design evolution. The exhibition will be held at the Zaha Hadid Gallery, 101 Goswell Road, London between May 21st – June 13th. On Tuesday May 21 To celebrate the opening of the exhibition, a talk will take place between Fritz Hansen Head of Design, Christian Andresen and Zaha Hadid Design Director, Maha Kutay.

DESIGN DNA

The story of Fritz Hansen's design evolution can best be told through the series of chairs produced since cabinet maker Fritz Hansen obtained a trade license in 1872, before beginning his own furniture production company. 'Shaping Reality Through Time' will offer a rare glimpse at aspects of the Heritage Exhibition, airlifted to the UK for the first time from Allerød, Copenhagen - home to the original factory plant and current Head Office. The London exhibition will include anniversary pieces, early examples of the signature laminated technology still in use today, original prototypes and limited editions, alongside newer pieces launched at this year's Milan Design Week. Fritz Hansen has worked with Zaha Hadid Design to co-curate an edit with a specific focus on chairs carrying a shared aesthetic and design DNA, typified by sculptural form and organic lines.

FRITZ HANSEN DESIGN EVOLUTION

'Shaping Reality Through Time' will also see pieces revealed in the UK for the first time, following their launch at Milan's Salone del Mobile, April 2019 including 'Plenum', Fritz Hansen's 2018 first dedicated contract furniture piece. Arne Jacobsen's 'Little Giraffe' was first produced in 2019 but created 60 years ago for the S.A.S Royal Hotel, Copenhagen; A new piece by Jaime Hayon will also mark ten years of Hayon's ongoing collaboration with the brand and heritage pieces will include the limited edition PKO - Fritz Hansen's first collaboration with Poul Kjaerholm as well as Henning Larsen's 'Kar'.

FIND PRESS MATERIAL



CLERKENWELL DESIGN WEEK

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ZAHA HADID DESIGN

Established in 2006, Zaha Hadid Design's portfolio includes commissions from a wide range of design disciplines including limited edition furniture pieces, fashion accessories, jewellery, and other accessories in collaboration with world leading brands as well as under its own label. The exhibition will be arranged over two floors at the Zaha Hadid Gallery alongside a revealing look into Zaha Hadid's design process through a selection of work from the joint archives of ZHD and ZHA. The exhibition will also include a 2015 chair by ZHD, resulting from a brief by Fritz Hansen to 7 architects, inviting each to re-interpret Jacobsen's iconic Series 7 chair.

FROM VISION TO REALITY

Much of Fritz Hansen's furniture begins life as an imaginative sketch - an almost 'dream-like' vision, before being transformed into functioning reality through impeccable craftsmanship, precise technology and excellence of materials. Pieces such as the original Swan, Drop, Egg - as well as Nendo's more recent NO1 and Hayon's earlier Ro, perfectly illustrate the continued evolution of sculptural and at times almost flamboyant expression. The exhibition will be further brought to life with original signature sketches and drawings as part of an illustrative timeline supporting the historical journey.

In 2019 Fritz Hansen revealed a shift in overall brand direction with an aim to capture the imagination of a younger more urban audience, alongside core customers. This will be shown with classic chairs in exciting new colourways, lifestyle-led visuals and new

NOTE TO EDITORS

'Shaping Reality Through Time'

Runs from May 21 - June 13 2019

At the Zaha Hadid Gallery

10 Goswell Road, London, EC1V 7EZ.

Opening hours: Monday-Friday 10.00-18.00.

Late night opening: Wednesday May 22, 10.00-19.00.

A private preview will take place on Tuesday May 21 from 18.00-20.30. To request an invite please contact: katie@katierichardson.co.uk.

A talk will take place between Christian Andresen, Fritz Hansen Head of Design, Zaha Hadid Design Director Maha Kutay, chaired by Zaha Hadid's Melodie Leung at 19.00-19.30



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ZAHA HADID DESIGN

Zaha Hadid Design (ZHD) was established in 2006 by Zaha Hadid and operates under the lead of Woody Yao and Maha Kutay. Pushing the boundaries of contemporary design, ZHD implements the latest technological and material advancements in collaboration with the world's most respected brands. The ZHD portfolio includes commissions from a wide range of design disciplines such as fashion accessories, jewellery, limited edition furniture pieces, interiors, exhibition and set-design.

As an architect and designer, Zaha Hadid's work explored spatial concepts at all scales. When speaking of her work as a designer, Hadid explained: "My product designs and architecture have always been connected; some of our earliest projects were designs for products and interiors. These design pieces are very important to me and my team. They inspire our creativity by providing an opportunity to express our ideas through different scales and through different media; an essential part of our on-going design investigation." To respond to the demand for her work on a commercial level, the label 'Zaha Hadid Design Collection' was developed and features a selection of homeware and giftware retailed globally in selected stores as well as online at www.zaha-hadid-design.com.

ZHD also features a gallery space arranged over two floors which offers a revealing look into Zaha Hadid's design process through a selection of work from the joint archives of Zaha Hadid Design and Zaha Hadid Architects, in addition to an ever-changing programme of exhibitions and collaborations. The ZH Gallery regularly showcases the work of emerging designers, young artists and innovative fabricators, as well as it hosts a variety of collateral events such as talks and performances.



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Since 1872 Fritz Hansen has been crafting extraordinary design. We offer a modern Nordic lifestyle with a collection of high-end furniture, lighting and accessories. In collaboration with leading international designers we create visionary and long-lasting designs that transform the everyday into something special. With a global presence in retail and corporate spaces around the world, the Fritz Hansen universe is for all who want design that is out of the ordinary.