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Vitra Design Museum exhibits icons from Zaha Hadid, Lynn and Fukasawa in Prague

Prague's DSC Gallery opens its new exhibition **ICONS**, which features the designs of international architects Zaha Hadid, Greg Lynn and Naoto Fukasawa, of which are part of the extensive collection of The Vitra Design Museum. Visitors have the chance to view the exhibition of unique objects from the 24th of June to the 10th of August 2017. In addition to the exhibition will be a lecture given by the director of the Vitra Design Museum, Marc Zehntner.

The iconic designer works are situated in three exhibition rooms, to which selected top Czech designers and architects created installations. Architects from Deyl-Šesták-architects placed one of the most well-known organic form objects by Zaha Hadid, the Mesa table onto a pool which creates a reflection on the surface of the water. "Our installation of the Mesa table by Zaha Hadid is inspired by the iconic shape of the table itself, which is based on the designer's initial concept of "total fluidity" materialized on her own exhibition, where this work was also exhibited. The masterpiece is the work itself, which does not need or in fact cannot withstand an environment with which it would compete," say the architects.

The second installation features an Acrylic Chair by Japanese designer Naoto Fukasawa. The work comes from a series of nine pieces, each made of different materials: concrete, marble, wicker or hay. On the exhibition **ICONS** visitors can look forward to the acrylic form. "Fukasawa was our inspiration for a radical concept of new design. While visiting Tokyo we admired his projects for Japanese manufacturers and industrial giants. Japanese markets, galleries, shops with traditional design began to massively influence our aesthetic perception. Another of our passions is everything that smells of gasoline: boats, motorbikes, old cars... these are other stories full of emotions. We thought the most adequate pedestal for the limited edition of the chair by Naoto Fukasawa would be the legendary Datsun car" explains Michal Froněk from Olgoj Chorchoj.

The central piece in the third room is the golden Duchess armchair designed by Greg Lynn. His extravagant series perfectly works with the ergonomics of the human body, which adapts to its form. Architect Rudolf Netík has implemented the work into Lynn's inspirational environment, based on the aesthetics of B-grade science fiction images. "The way the work has been installed is the contrast, thinking in lines, rectangles and proportions," the architect outlines his approach.

The exhibited objects are part of the 2007 Vitra Edition collection, which includes other prominent names such as Konstantin Grcic, the Campan brothers, Alberto Meda, the Bouroullec brothers or Jasper Morrison. For the first time, the collection in the Vitra Campus in Weil am Rhein includes limited editions and special prototypes. "The Vitra Edition works as a laboratory that gives designers and architects the opportunity to get carried away, to freely create, to experiment and to create artistic objects without any restriction to commercial production. Thanks to this, there are pieces that are truly unique, which use state-of-the-art technologies and materials," explains Jiří Zavadil, Vitra's director for the Czech Republic and Slovakia.

"For our gallery, it was a challenge to establish a partnership with the international institution that has the largest collection of designer furniture in the world. The exhibited object from the renowned designer and architect Zaha Hadid is presented here in Prague for the first time", adds Petr Šec, partner of DSC Gallery.

In addition to the opening will be a presentation by Marc Zehntner, director of the Vitra Design Museum at the University of Applied Arts in Prague. "The Vitra Edition project was created in The Vitra Campus in 2007 and since then, individual objects have been exhibited in a number of major museums and galleries. We are delighted to be able to present these three major elements of the Vitra Edition by Zaha Hadid, Naoto Fukasawa and Greg Lynn in Prague," says Zehntner.