

# MOSCOW DESIGN WEEK 2011

October, 11-16



## ORGANIC DWELLING: biomimicry in design & architecture

State Museum of Architecture (MUAR), Moscow  
*exhibition continues until November 30<sup>th</sup>, 2011*

As we sit at the cusp of a new millennium and a new era in ecology, our civilisation has the opportunity to redefine itself in philosophical, technological and sustainable ways never before seen in our society.

Lidewij Edelkoort is invited by MDW 2011 to curate a design and architecture exhibition and unveil her vision of a more organic future...



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Edelkoort sees that our relationship with the natural world will need to become in symbiosis if we intend to survive as a species, and by learning lessons from nature, we will be able to mimic its evolved forms, its mastered techniques and benefit from its proven knowledge. Our archaic roots will be transformed into contemporary ways of living, and in animistic fashion, we will connect with animals on entirely different levels. Mankind is after all a part of the animal kingdom.

Animals construct their architecture based on their lifestyles, affected by geographic and climatic influences, and inspired by locally-available materials and perfected innate skills. Their habitats respect nature, are biodegradable, self-sufficient and integrate into the environment, expressing an organic state of being that simply comes naturally. Surprisingly however, this intuitive sixth sense is not always organic in shape, and can also lead to futuristic, ergonomic and aerodynamic dimensions.

This exhibition will explore how designers and architects have embraced a more organic language, welcoming technology while not letting go of our more primal instincts. The installation will investigate the following 9 architectural concepts from nature:

- MY HOME IS MY NEST
- MY HOME IS MY EARTH
- MY HOME IS MY LANDSCAPE
- MY HOME IS MY HIDE-OUT
- MY HOME IS MY COCOON
- MY HOME IS MY HIVE
- MY HOME IS MY WEB
- MY HOME IS MY ARMOUR
- MY HOME IS MY MASTERPIECE



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The chair has been chosen as a textural and tactile structure from which to investigate the architectural themes of the exhibition: on show will be recent designs by **Steven Banken** (Netherlands), **François Brument** (France), **Nacho Carbonell** (Spain), **Alejandro Ceron** (Spain), **Peter Donders** (Belgium), **Karin Frankenstein** (Sweden), **Studio Aisslinger** (Germany), **Studio Job** (Belgium), **Nendo** (Japan) and **Martin Vallin** (Sweden) for Cappellini. These items will be displayed alongside nature films by the world-renowned documentary-maker **David Attenborough** (Britain).



architecture by Smiljan Radic

Visitors will experience a multimedia audiovisual showing how the work of architects can be inspired by the design and construction techniques of animals and nature. This innovative style of architecture is emerging from the four extremes of the earth: **Pieta-Linda Autila** (Finland), **Balkrishna Doshi** (India), **Helen & Hard** (Norway), **Terunobu Fujimori** (Japan), **Marcio Kogan** (Brazil), **LAVA** (Australia), **Longhi** (Peru), **Mass Studies** (Korea), **Monk** (Netherlands), **North Design Office** (Canada), **Pacific Environments** (New Zealand), **Petr Parolek** (Czech Republic), **Wang Shu** (China), **Smiljan Radic** (Chile), **Peter Rich** (South Africa) and **Gert & Karin Wingardh** (Sweden).

Also included in the audiovisual will be works by renowned architects such as **Shigeru Ban** (Japan), **Foster & Partners** (UK), **Edouard François** (France), **Frank Gehry** (USA), **Zaha Hadid** (UK) and **Herzog & De Meuron** (Switzerland).

*Organic Dwelling* will continue at MUAR until November 30<sup>th</sup>, 2011 and it marks Edelkoort's first trip to Russia.

An exhibition **press conference & preview** for journalists will take place on **October 11<sup>th</sup> @ 16:00** (following the MDW 2011 general press conference at 11:00 AM).

#### Notes to Editors:

1. **Moscow Design Week** is a city-wide festival of design running from October 11 – 16, 2011, presenting exhibitions, unique installations and various interactive programmes featuring the most outstanding representatives of the international design scene. Now in its second year, the week-long events are expected to attract more than 100,000 visitors from Russia and abroad. The successful initiative was founded by **Art Trading Group** as a platform for the further cultural development of design in Russia.  
[moscow-designweek.com](http://moscow-designweek.com)

2. **Lidewij Edelkoort** is arguably the world's most famous trend forecaster. Her company **Trend Union** produces trend books which are used by strategists, designers and marketers at brands from Armani to Zegna in all price-point markets from Zara to Prada. Her forecasts outline the concepts that will be important for the seasons to come in industries as diverse as fashion, textiles, design, interiors, architecture, food, luxury, technology and transport.

As the former Chairwoman of the Design Academy Eindhoven (1998-2008), founder of the Designhuis and one of Icon magazine's 20 Most Influential People in Design, Edelkoort has become an important patron of the design industry and innovative design education. She has received several important awards and in 2011 was honoured by Louis Vuitton as one of the Seven Most Important Cultural Figures in the Netherlands.

Creating exhibitions with Philip Fimmano, **Edelkoort Exhibitions** has curated design shows for international institutions including the Museum of Contemporary Art in Chicago, Nordiska museet in Stockholm, 21\_21 DESIGN SIGHT in Tokyo and Design Museum Holon in Israel.

Edelkoort is currently establishing the **School of Form** in Poznan (Poland); a new institute where humanities will be integrated into the design curriculum. In 2011, she also launched **Trend Tablet**, an online platform for following the evolution of trends: [trendtablet.com](http://trendtablet.com)

**Edelkoort and Trend Union are represented in Russia by Tatyana Stakhovskaya:**  
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**+7 916 348 9307**

3. The **Schusev State Museum of Architecture** (now known as the **MUAR**) was the first in the world's first specialized museum of architecture, founded by the Union of Soviet Architects in 1934. Housed in a 19th century palace in close proximity to the Kremlin, its collections reflect thousand years of Russian architecture history and are indeed considered a national treasure. The museum currently presents a variety of temporary exhibitions: [muar.ru/eng](http://muar.ru/eng)  
location: Vozdvizhenka St., 5  
subway: Biblioteka imeni Lenina / Alexandrovskiy sad / Arbatskaya  
hours: 10:00 – 19:00 daily  
closed Mondays & Sundays, except during MDW  
entrance: free during MDW 2011 (October 12<sup>th</sup> – 16<sup>th</sup>)  
100 RB (October 18<sup>th</sup> – November 30<sup>th</sup>)
4. **Press images & information** can be accessed by contacting **Anastasia Vilner**: [vilner@artcommedia.ru](mailto:vilner@artcommedia.ru) / +7 499 518 88 88 (ext. 2011)



**Karin Frankenstein**  
Cow Dung Chair (2008)



**Steven Banken**  
Sheaves (2010)



**Piet Hein Eek**  
Chunky Beam Chair #1 (2011)



**Nacho Carbonell**  
Evolution (2008)



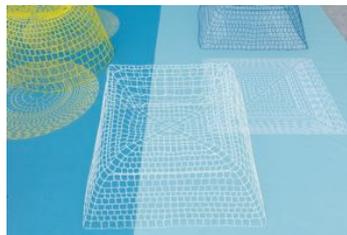
**Alejandro Cerón**  
Beautiful Mess (2011)



**Martin Vallin** for Cappellini  
The Secret Clubhouse (2010)



**Studio Job**  
Rock Sofa (2004)



**Werner Aisslinger**  
NetWork (2011)



**Nendo**  
Cabbage Chair (2008)



**François Brument**  
Chair #72 (2007)



**Peter Donders**  
Batoidea (2011)



**Lidewij Edelkoort**  
photo by Ruy Texeira (2011)