

Art Stefan Sagmeister Zena Holloway

Architecture
Boal's Icebar, Zaha Hadid,
Hotel Puerta América Madrid,
The Living Tower

Interior design Karim Rashid, Origami

Norman Foster's Super Yacht | Bread & Butter Barcelona | SAX-40 Silent Aircraft



KETTAL



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■ e-mail; calor-color@arturo-alvarez.com http://www.arturo-alvarez.com

Name of the collection: V Model: big suspended lamp

First made in: 2007

Manufactured by: arturo alvarez

Designer: SERRANO

Technique: Injected polycarbonate.

Family: This collection comprises: floor lamp and 2 different sizes of suspended lamps.

Philosophy: Polycarbonate-injected pieces placed on a frame one after the other giving a sense of rhythm and strength. The light gets suspended in the middle, it is filtered through the slats creating a very attractive watering-like effect.





VV04G

metallic framework and injected polycarbonate.



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HERE WE ARE **IN AUGUST**

Editorial letter by Michael Earle, magazine's editor



Michael Earle is an American architect who grew up on the Costa del Sol before moving back to his native Boston. He worked for several firms designing large projects including the 8,000-room Venetian Resort Hotel & Casino in Las Vegas. He was also Professor of Architecture in the Architecture Program at Boston Architectural Center before returning to Spain in 2002. Now, his firm Diseño Earle employs over 125 multi-lingual staff taking projects from design to construction in both residential and commercial architecture and building. The heat is upon us and everyone deserves a nice break to enjoy the beach and relax a bit. It is a good time to enjoy our magazine, while laying by the pool. We have received amazing feedback so far from many unexpected places. The feedback has been very positive and we intend to keep improving and applying your comments to create a better magazine each month. We would like to encourage everyone interested in modern design to drop us a line or a comment at comments@dearle.com.

This month we continue to explore new and interesting projects from all over the world. It is important that modernism continues to incorporate multicultural ideas and that projects from other parts of the world are recognized. Modern design is always enriched when it can incorporate various cultural references and views to the palate of ideas. This complexity enriches and improves the design. Zaha Hadid is a great example of this. Born in Iraq, there is a certain Arabic influence in her work. Most of her career was spent in London which adds richness to her work.

China and the Middle East are places where architecture is being explored in radical new ways at the moment. China, in the lead up to the Olympics, is building a dazzling array of modern projects that we will be presenting in future issues. The modernism explored in these projects is a complex mix of Chinese culture and modern ideas and forms. Very exciting for modern design and everyone interested in architecture and design.

We could also dedicate many issues to what is happening in Dubai and the Emirates. The scale of these projects shows the promise and future of the area. These are truly engineering wonders being conceived on a massive scale. The "star" architects who are working there at the moment reads like a who's who of architecture. This bodes well for the future of modern design around the world. Enjoy!

If you have any questions or comments about modern design or architecture, I can be contacted at mearle@d-earle.com 12 Innovation news alerts

ARCHITECTURE

- 14 Tate Modern "A hybrid of super modernism"
- 16 Zaha Hadid Her only way is UP!
- 26 Boal's Icebar The Icebar Cometh!
- 34 The Living Tower 21st century vertical farming
- 40 Hotel Puerta América Madrid "Freedom to dream"
- 84 Water World China's Quarry Hotel
- 90 The Red Ribbon China's Tanghe River Park
- 94 Rem Koolhaas & OMA Seeing double!

TECHNOLOGY

32 Special automation: Couch Potatoes Unite!

INTERIOR DESIGN

- 31 What's in store
- 50 Our shopping selection
- 62 Karim Rashid The Hotel of the Present-Future
- 86 Origami Digital Designs

GASTRONOMY

82 Water ways - Nature's liquid gold

ART

- 24 Stefan Sagmeister Modern artist and designer
- 89 CAC Málaga Highlighting three diverse artists

PHOTOGRAPHY

70 Zena Holloway – Interview with London's underwater photographer



PROJECT - PRIVATE RESIDENCE



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CROWNE PLAZA HOTEL, COSTA DEL SOL



PROJECT - DEVELOPER'S OFFICES

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1+1=2

Editorial letter by Luis Gallardo, magazine's director



Luis's multicultural background stems from his birth place in Paris to Spanish parents. There, he studied international business and worked on diverse interesting projects around the world including the first telephone directory in Laos in South

Back in Spain since 2000, he started MODERN DESIGN MAGAZINE from scratch in January 2007 when he joined the expanding Diseño Earle team. For those who didn't have the chance to enjoy the July edition, this is the 2nd issue of Modern Design Magazine. Thank you so much for all your warm feedback!

We are trying every month to bring you the latest cutting edge international contents relating to the fantastic world of Modern Design.

Modern Design people are passionate about beauty, functionality, elegance and sensibilities to any kind of art: architecture, design, photography, music, fashion...

This month we are bringing you some refreshing contents: we invite you to discover this amazing world of architecture with astonishing projects around the world from China to the Costa del Sol. Surprising art contents which I am sure will add some poetry to your life.

A special message to our readers: Modern Design Magazine is interactive – we want you to participate in it. I'd like to remind you that our magazine is available online via our website www.dearle.com. We invite you to participate in the next edition: please give us some constructive feedback about the mag to make it better and we want to know your ideas for future contents.

A well-known magazine director told us that with our new venture, we have increased the quality of free distributed magazines in the area. We have raised the bar. I just hope you agree with him and enjoy reading it! We want people to collect Modern Design Magazine, so you'd should better start now.

Please do not hesitate to contact me for any questions related to Modern Design Magazine at <u>Igallardo@d-earle.com</u>

FASHION

58 Bread & Butter Barcelona – Toasting success!

CULTURE

52 eCulture - We're hooked!

AGENDA

74 World Architecture & Art events and exhibitions

PEOPLE & PLACES

76 The Modern Design launch party!

MUSIC

77 Music for all ears

BOOKS & CINEMA

79 Latest releases

THE LATEST

80 Gadgets

ONLINE

85 Cool sites & digital art

MOTORS

73 Norman Foster's Super Yacht

92 The SAX-40 Silent Aircraft

95 New look passenger aircraft

96 DIRECTORY

98 PREVIEW OF NEXT MONTH'S ISSUE



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COVER August 2007

Boal's Icebar, Benalmädena Design and architecture by DISENO EARLE Photo: Trisha Miller

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THE READERS' VOICE

Readers' opinions regarding our magazine and/or previous articles.

We are always looking for new artists and exciting projects to publish which is why we are organising a photography contest every month. The most original and innovative photograph will be published in the following month's issue.

MODERN DESIGN is Architecture and Art. If you think you could be part of MODERN DESIGN or you know someone who could, please let us know. We want our magazine to be interactive. We want to progress with you. In 2016, Målaga probably will be the European City of Culture - it's not as far off as you think so let's open our minds to the world and the future. Let's make it happen!

> If you have any good ideas or constructive opinions regarding MODERN DESIGN's contents, this is the place to express yourself.

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MEWS



Marina Mijas

The mountainous region of Mijas is adding a new string to its bow: a new sports Marina to strengthen its commanding lead as the Costa del Sol's most diverse tourist destination. The new development will meet the growing demand for a quality, year round boating experience and will comprise 800 to 1,000 berths 5m to 100m in length; 2 docks for transatlantic cruise liners; a helipad; berths for 30-50 fishing boats with refrigeration services and a market; a nautical club; hotel and congress centre. Beat that Marbella!

www.marinamijas.com



When a double arched stone bridge spanning the River Tordera east of Barcelona was destroyed in 1811 to stop Napoleon's invading army, no one would have known that Pont Trencat (literally 'Broken Bridge') would take nearly 200 years to repair. But in the mid 1990s, local villagers began mustering support to restore it to its former glory and finally, having raised sufficient funds, their efforts have paid off with the bridge recently springing back to life - the new part-wood structure melding with the poignant stone ruins to create a striking dual construct bridge brimming with local pride.





A new angle for a safe driving campaign: using the old flip book art form of animation and motion, these individual images create a fast moving clip to drivers speeding above the set speed limit. The message quite literally being life can be over in a split second: "Don't let your life flash before you. Slow Down".

Middlesbrough meets the Robinsons

If Will Alsop's brief from Tees Valley Regeneration agency was to put Middlesbrough in the north of England on the map, the architect has certainly fulfilled his task. The grandiose plans to revive Middlehaven docks and redundant waterfront are in partnership with BioRegional Quintain, one of the UK's biggest developers. The agreement will bring £200m (€300m) of investment to Middlesbrough plus 1,000 new jobs, 750 homes designed by top architects, shops, stylish bars, cafés, restaurants and a luxury hotel. The cold, dark north has a bright new future. www.teesvalleyregereration.co.uk



.... more. MEWS

Vexing Vegas

Bet your bottom dollar that heads will roll in Las Vegas after the baggage claim carousel in Venice airport was painted as a roulette wheel. Love or loathe gambling, this clever piece of marketing by Venice Casino targets a captive audience in full leisure mode with countless opportunities to see the moving



ad space while
everyone's
luggage but your
own goes round
and round the
carousel...With
free entrance
tickets offered to
waiting tourists,
all they need
now are cute
croupiers to
push those darn
luggage-laden
trolleys!

Slow, slow, QIQ, QIQ, slow

The Dutch know a thing or two about 2-wheeled vehicles - the country's crawling with bikes of all shapes and sizes. So welcome this nifty two-seater electric car, the QIQ, used at Amsterdam's Hilton and Okura Hotel for guests' transportation. With a driving radius of 45 km and a maximum speed of 40 km per hour, it's perfect for 'Dam's narrow streets and its eco-friendly nature blends in perfectly with fellow commuters on push bikes. Its



brilliant satnav system stops you getting lost and keeps your speed safe at the same time - what more could you want from a vehicle?

www.simplyamsterdam.nl



Good Looking books

iterature and architecture are new bed fellows - at least at the Pontificial Lateran University library in Rome. The stylish modern design is an extension to the existing library and takes a totally fresh approach, adding a curved ceiling, angular staircasing and vast glass panelling - features not usually seen in these types of spaces. The university's collection of around 600,000 books - some dating back to the 16th century - are now housed in the underground vaults equipped with a fire extinguisher system and humidity and temperature controls to protect the city's proud literal heritage for many more ears to come



If you go down to the Tate today, you're in for a big surprise! Its original function was to be the national gallery of British art and having secured its place in the hearts of five million visitors every year (it was designed for half that number), it proudly maintains London's position as the world's cultural and creative capital. By comparison, New York's Museum of Modern Art receives 2.7 million visitors a year and the Pompidou Centre in Paris 2.5 million.





Now Tate's gone one step further with designs for an ambitious new extension which will be "a landmark building for the 21st century", designed by the same team at Herzog & de Meuron who designed the original building.

The futuristic new extension will sit on the south side of the existing gallery and will be made up of a series of glass boxes stacked on top of each other to form a ziggurat – a structure dating back to the temples of ancient Mesopotamia and Babylon. Ziggurats were considered to be homes to the Gods rather than places of worship, but now more visitors will be able to worship its enriched programme of modern and contemporary art and visual culture following its opening, scheduled to coincide with the 2012 Olympics.

At 70 metres (230 feet) high, the development includes 10 new galleries, two new performance areas, two public plazas and a roof terrace with spectacular views across London. It will also open up a north-south street through the building creating a pedestrian walk from St Paul's Cathedral across the Millennium Bridge down to the Elephant and Castle area of south London.

And just as London is reinforcing its leading cultural position, so too is the Tate hosting a major international exhibition titled Global Cities – looking at the changing faces of ten dynamic international cities: Cairo, Istanbul, Johannesburg, London, Los Angeles, Mexico City, Mumbai, São Paulo, Shanghai and Tokyo. Architects and artists including Nigel Coates, Zaha Hadid, Rem Koolhaas and Patrik Schumacher will offer their subjective and intimate interpretations of the urban conditions in each city.

See EVENTS for details

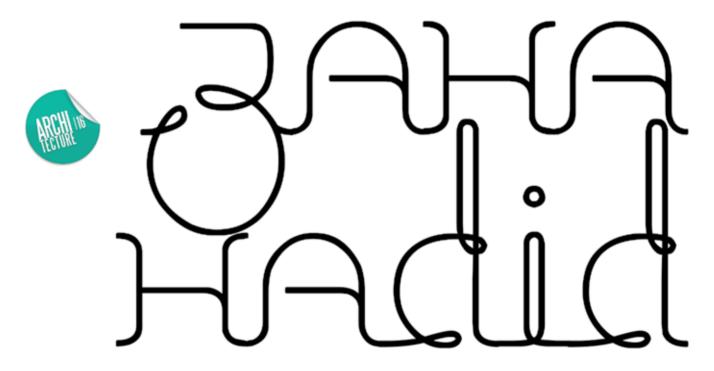
A dynamic energy and eagerness to encourage the untraditional is what sets Modern Design magazine apart from its competitors.





For more information visit www.d-earle.com or call:

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HER ONLY WAY IS $U\,P$, $U\,P$. . .

YOU KNOW YOU'RE UP THERE IN ARCHITECTURE'S HIGHEST STRATUM WHEN GUGGENHEIM NEW YORK HOST YOUR OWN-NAME EXHIBITION LASTING FOUR-AND-A-HALF MONTHS, FEATURE YOUR PORTFOLIO OF PRECIOUS PAINTINGS, DISPLAY YOUR CAREFULLY-CRAFTED DESIGN MODELS AND PRESENT YOUR PERFECTLY FORMED PIECES OF FURNITURE – ALL WHILE REFERRING TO YOU AS A "VISIONARY ARCHITECT", NO LESS. WELL THAT'S THE FORTUNATE FATE THAT BEFELL "VISIONARY ARCHITECT" ZAHA HADID LAST YEAR – THE DEEP, PRIVATE WOMAN BEHIND SOME OF THE MOST AUDACIOUS PUBLIC BUILDINGS TO EVER SET FOOT OFF THE DRAWING BOARD.



Text: Chris Dove Photo: Zaha Hadid Architects / Others

SO MUCH HAS HAPPENED DURING THIS INFLUENTIAL MODERN DESIGNER'S CAREER THAT IT'S WORTH STEPPING BACK IN TIME A LITTLE TO 2004, BACK THEN, HADID WAS HEAPED WITH INSTITUTIONAL PRAISE WHEN - AGAINST THE ODDS AS SHE'D ONLY JUST COMPLETED HER FIRST MAJOR WORK, THE CINCINNATI CENTER FOR CONTEMPORARY ART - SHE BECAME THE FIRST WOMAN TO WIN THE PRESTIGIOUS PRITZKER PRIZE FOR ARCHITECTURE, THE INDUSTRY'S HIGHEST AND MOST COVETED ANNUAL AWARD. SINCE RECEIVING OFFICIAL RECOGNITION FOR HER INTERIOR DESIGNS. THE LOOK AND FEEL SHE BRINGS TO NEW CORPORATE BUILDINGS AND HER ADORNMENT OF PUBLIC SPACES, HADID HAS STOOD WAY OUT IN FRONT OF AN ARCHITECTURAL AVANT-GARDE THAT CONTINUALLY TESTS THE BOUNDARIES OF MODERN DESIGN. WORKING IN THE ORIGINAL TRUE SENSE OF MULTI-MEDIA, HER NUMEROUS PROJECTS HAVE THEMSELVES BECOME COLLECTABLE, HIGHLY PRIZED POSSESSIONS -HANDBAGS TO CUTLERY, URBAN PLANS TO TECHNICAL ANIMATIONS.

Taking great architectural strides

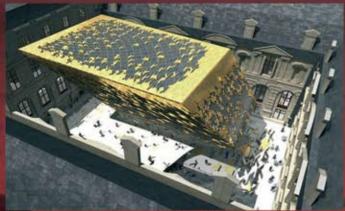
In the male-dominated world of high architecture, it's impossible to admire Hadid's rise to fame without examining her background and career in a cross-cultural context. As a female, being born in Baghdad may have had its drawbacks for many a Gehry-enthusiast, with limited opportunities for basic education made even less so when your field of interest is modern architecture – anathema to a culture in which Western lifestyles were (and still are) very much frowned upon. "It's a crazy situation, especially for an architect who wants to build, not destroy", she declares retrospectively. Hadid however was brought up in an intellectual family who placed great value on education and the understanding of other cultures.

It was her first visit to Sumer in southern Iraq where the country's architectural foundations were laid and its first cities built that made a lasting impression on the teenage Hadid, preparing the groundwork for her future focus. She recalls fondly how "My father [a leading liberal Iraqi politician] took us to see the Sumerian cities. Then we went by boat and then on a smaller one made of reeds to visit villages in the marshes. The beauty of the landscape – where sand, water, reeds, birds, buildings and people all somehow flowed together – has never left me."





Ordrupgaard Museum Extension. Photo: Roland Halbe





Musee du Louvre, Department of Islamic Art, 2005 (renderings)

Challenging career crossroads

Following her early student days in Switzerland and Beirut, she received her diploma in Architectural Studies from London's Architectural Association in 1977 before joining the up and coming Office of Metropolitan Architecture (OMA) under the professorship of dynamic Dutch architect, Rem Koolhaas.

Things seemed to be looking up when Hadid made London her adopted home and opened her independent practice Zaha Hadid Architects two years later, winning international acclaim in 1983 for her distinctive design for a leisure club in Hong Kong. Then came her triumphant showing in a succession of high profile design competitions around the world: Berlin's bustling Ku'damm retail district; Rome's Centre for Contemporary Arts; the Vitra Fire Station in Weil am Rhein, Germany; Singapore's Science Hub masterplan; Tokyo's temporary (ten-year specific) Guggenheim Museum, among others too numerous to list.

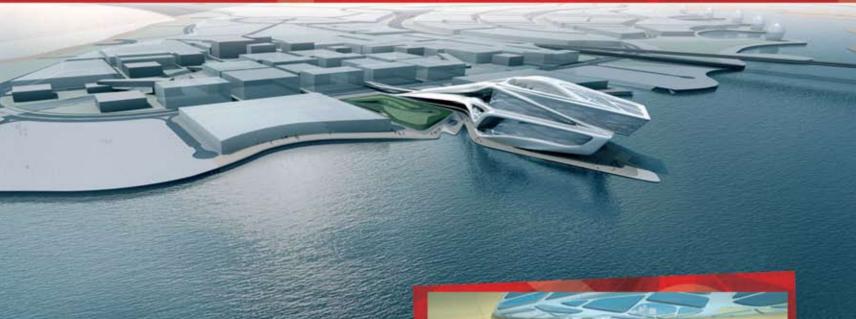
But life wasn't always so straight forward. In 1995, a major spanner fell in the works when her ultramodern design for Cardiff Bay Opera House in Wales was rejected by London's Millennium Commission due to "uncertainties" – the Conservative Secretary of State for National Heritage concluding that Hadid was a risky prospect whose work was better on paper than in practice. Though suffering a serious setback at the time, Hadid handled her fall from grace graciously and set to work designing the Millennium Dome's 'Mind Zone' instead.

Highs on the future

Since then, Hadid has been designing bigger, better and bolder buildings – taking them to an entirely new (higher) level and stimulating social discourse above and beyond their locations. Take the seductive Dancing Towers skyscrapers in Dubai's Business Bay: you'd have to be partially blind not to see its uncanny resemblance to Gehry's "Fred and Ginger" dancing duo at the National-Nederlanden Building in Prague, and her design for the new 62-metre high Performing Arts Centre in Abu Dhabi's Cultural Centre really is a stunning, sculptural form.

Of Hadid's contributions to Madrid's luxury 342-room Hotel Puerta América, one critic comments: "Hadid's rooms are the most striking. It's a pity Stanley Kubrick didn't live to shoot here". while her vision of the underwater fun and games to be held in London's 2012 Olympics Aquatic Centre is a unique undulating design and sinuous S-shape. There's been talk of her building a Guggenheim Museum in Taiwan and involved in the Málaga train station development on Spain's Costa del Sol, and just a few months ago, with her sights firmly set skywards again, she's brought Moscow in on the act with a glass-guzzling mega Expocentre featuring 26,340 sq m of exhibition space, a 26-storey hotel and numerous levels housing residential and commercial units. Meanwhile, the diversity of Hadid's work was reinforced last month with a temporary installation at London's Serpentine Gallery featuring a far-out, multi-layered 'Fade Landscape Chandelier swimming with Swarovski crystals suspended in twisting planes above the ground.





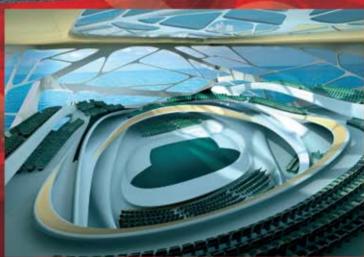
Abu Dhabi Performing Arts Centre - Birds Eye View from the North West

Building blocks in Baghdad

Hadid has a personal ambition to help build both Baghdad and Beirut but political timing is not on her side right now. "What I would really love to build are schools, hospitals, social housing. Of course I believe imaginative architecture can make a difference to people's lives, but I wish it was possible to divert some of the effort we put into ambitious museums and galleries into the basic architectural building blocks of society."

With memories of Sumer still fresh in her mind, Hadid explains that today, it's a landscape that continues to inspire her. "I'm trying to discover - invent, I suppose - architecture, and forms of urban planning that do something of the same thing in a contemporary way. I started out trying to create buildings that would sparkle like isolated jewels; now I want them to connect, to form a new kind of landscape, to flow together with contemporary cities and the lives of their peoples."

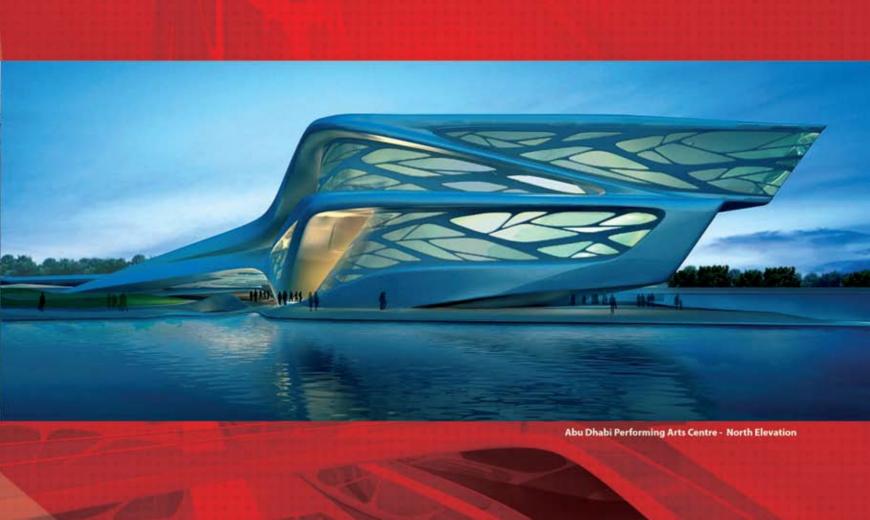
Hadid is still the world's only major woman architect by a long chalk. "For a woman to go out alone into architecture is still very, very hard. It's still a man's world." A clarion call to other would-be female architects waiting in the wings: it might be a hard road to travel but having trodden the unconcreted path herself, Hadid and her work provide glaring proof that in the monumentally-macho world of modern architecture, the sky really is the limit...



Abu Dhabi Performing Arts Centre - Concert Hall Interior



Abu Dhabi Performing Arts Centre - Main Lobby



"If it [architecture] doesn't kill you, then you're no good. I mean, really — you have to go at it full time. You can't afford to dip in and out." Hard talk from the lady in the hard hat.







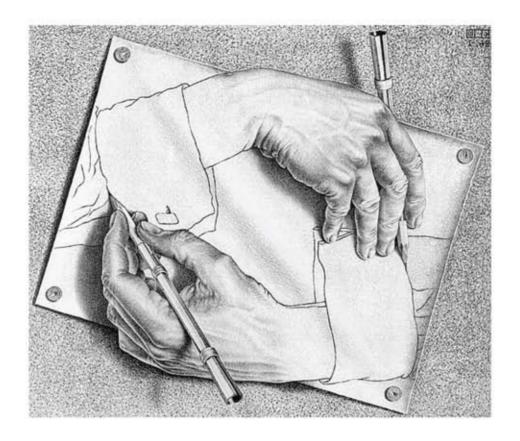






"I'd love to get some designs into mass, low-cost production. I want to be able to touch everyone, not just the educated and cultural elite, with a little of what we can do...to bring some excitement and challenges to people's lives". Not so harsh words from the lady from the marshes.

- 1 | Nuragica Art Museum
- 2 Zaha's cutlery
- 3 | Agua Table (red campaign)
- 4, 5,6 | Ideal House



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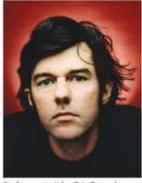


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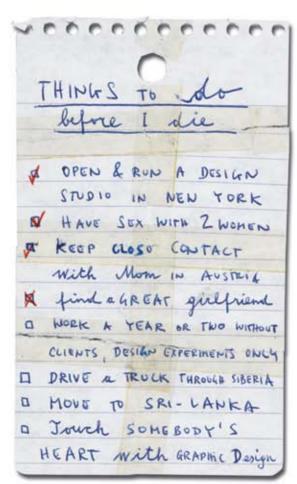


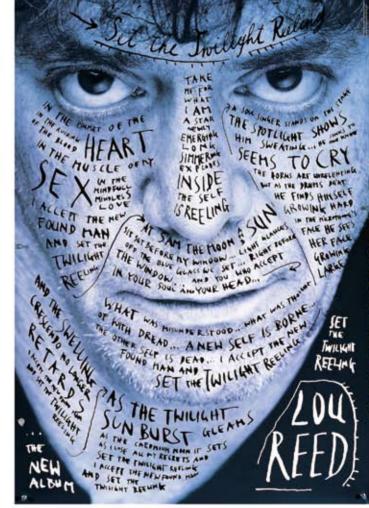
Stefan portrait by Cris Cassady

SOMETIMES AN ARTIST IS SO DRY, OFFBEAT, TONGUE-IN-CHEEK AND LIKEABLE THAT EVERYTHING HE DOES IS MAGIC. WELL ONE SUCH MAN IS AUSTRIAN, STEFAN SAGMEISTER AND HIS SPURIOUS REASONING FOR DOING WHAT HE DOES. TAKE HIS LOU REED ALBUM POSTER: "THE LYRICS ARE EXTREMELY PERSONAL, WE TRIED TO SHOW THIS BY WRITING THOSE LYRICS DIRECTLY OVER HIS FACE." AND ON THE BASIS THAT WE ALL HAVE SHORT TONGUES (REALLY STEFAN?), HE AND A COLLEAGUE BOUGHT TWO FRESH COW TONGUES FROM THE NEARBY MEAT MARKET AND SHOT THEM WITH A 4X5 CAMERA. "SOMEHOW THEY CAME OUT PHALLIC. WE DID NOT MIND. SOME AIGA MEMBERS DID", REFERRING TO THEIR EXTREMELY FUNNY MUCKRAKING OF THE AMERICAN INSTITUTE OF GRAPHIC ARTISTS. AND HIS PUBLIC ART FEATURING 6X30FT INFLATED WHITE MONKEYS IN VARIOUS SCOTTISH LOCATIONS THIS SUMMER CAUSED A HUGE STIR, EACH MONKEY HOLDING A PLACARD WITH WORDS MAKING UP THE SENTENCE "EVERYBODY ALWAYS THINKS THEY ARE RIGHT". WHO CAN DISAGREE WITH THAT? WWW.sagmeister.com



Everybody Always Thinks They Are Right - 2007





Artist's wishlist

Lou Reed Poster - Client: Warner Bros. Music Inc. - 1996





Fur capes on the Costa? Believe it - it's Boal's Icebar!

Wrap up warm before heading to Benalmádena. That's the friendly advice from architects Diseño Earle, it's a hot new venue for the frozen few...





National Spanish TV Channel 1 interviewing Michael Earle.

Benalmádena boasts a first. Boal's Icebar in the Marina opened its chiller cabinets just as the summer heatwave started taking its toll.

It's 40 degrees and rising so the only place to escape to is the cool comfort of its -10°C ice walls, enjoying an Icebar cocktail from a sculpted ice glass with like-minded customers from the chattering classes. Like you, they're curious about this exciting, new and very different drinking experience.

I began thinking about the complex task of building a complete finished structure entirely out of ice. Giant blocks of ice have to adapt to the environment and temperature so as not to crack during construction. This also gives it great texture for sculpting which allows the artist to move the chisel over the ice with just the right mix of softness without being brittle. This project was a genuine challenge for us in unusual temperatures and conditions since we're not in a "frozen" country like Sweden, home of the original IceHotel.

Now everybody wants a piece of ice action. Spain's national TV crews and press corps are hot on our heels demanding first hand accounts of our construction technique. Network channels including Telecinco, TVE1 and CanalSur Andalucía, along with national newspapers including La Razón and Málaga-based La Opinion are hosting interviews inside and outside the bar, giving

viewers and readers a bird's eye view of what temptations they can expect.

Speaking to La Opinion recently, Diseño Earle's Technical Projects Director Néstor Baroni recounts the bricklayers' reactions on first hearing about the novel project: "When we told them that instead of using normal bricks they would have to use bricks made of ice, they simply didn't believe it!" Nevertheless, our workers lost no time preparing the cement used to unite the ice blocks for the walls and bar using water which, when congealed into ice form, acts as an efficient wall strengthener.

Boal's Icebar opened on June 26th this year with the anticipated avalanche of guests thirsting to



get into the cold. With a capacity for 80 pleasure seekers, the entry fee includes a free drink (juices for the kids), rental of a fur cape and warm gloves. Stools and seats are covered by small blankets and while there's no dress code, you are advised to wear covered shoes though it's not a problem as their socks come in handy if needed.

Everything inside is made of ice - the walls, bar, sculptures and even the glasses you drink from so it really is a chilling experience! Keep in mind the abrupt change in temperature when leaving the premises as the thermal difference can be as high as 30°. You have been warmed! For the less cold-

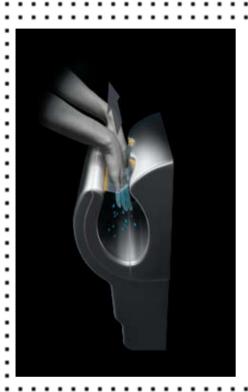
hearted, there's also an outside beach hut-style bar serving alcoholic and non-alcoholic drinks – great for a few frozen margaritas under the sun and stars with friends and family.

As architectural tourism takes off internationally (spurred on by the huge interest in the New 7 Wonders of the World campaign), more and more people are travelling specifically to experience different architectural wonders. We're privileged to be the first architects in Spain to design and build such an innovative structure as an icebar. Spain has always attracted people from all over the world and Benalmádena now offers a supercool

new tourist attraction they can enjoy all year round.

Owner's Pat and Laurie promise you'll receive a warm welcome in a frosty atmosphere and they invite you to toast their ice-breaking new venture for a truly unforgettable experience! It's already become a haunt for daring visitors attempting to break the record for the longest time anyone can stay inside: one guy managed a whole 50 MINUTES in nothing but a pair of very skimpy shorts - crazy or what?!

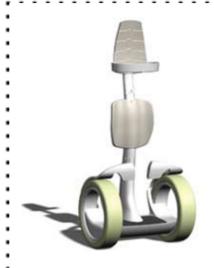
шнөт's In



DYSON Airblade super-fast hand dryer

Everyone agrees that hand dryers are unhygienic, slow and inefficient so put your hands together for the Dyson Airblade – a new type of hand dryer that uses a high velocity blade of air to dry hands more hygienically, energy-efficiently and at least twice as fast as any other.

www.dysonairblade.co.uk



The STANDING wheelchair

It's amazing how innovations in industrial design continue to change our lives, particularly for those who've been left paraplegic by tragic accidents. Thanks to this brilliant piece of engineering, the standing wheelchair enables them to regain some quality of life, allowing them to stand upright while resting on a padded back support and giving them back the comfort and mobility they previously enjoyed.

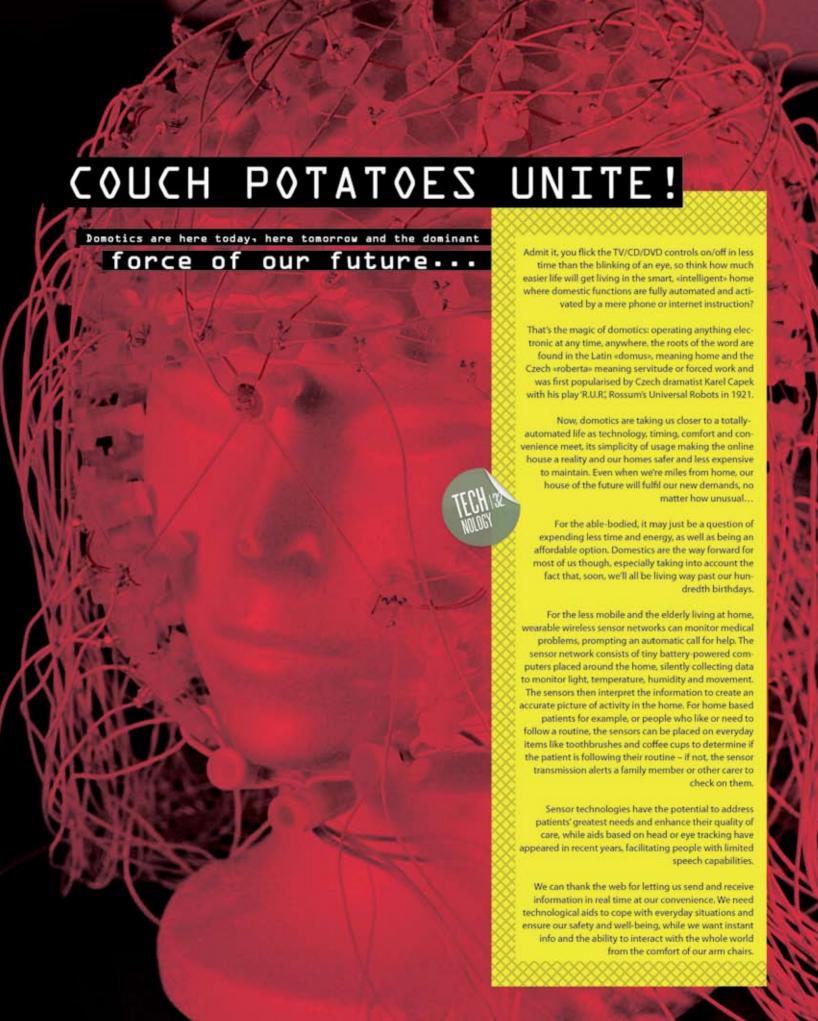


Get a good night's kip with NightCove

Based on medical and scientific research, Zyken's NightCove is a "revolution in health and wellness in the heart of your bedroom", its unique design using a world of lights and sounds aimed solely at improving sleep quality. With sleep programs to help you fall asleep quickly and serenely, wake-up programs to wake you up gently, rested and energised, and nap programs to keep you working at your best, its light wavelengths and sound frequencies are adapted to sleepers' physiological needs so you'll be taken to a new level of sleep any time of night or day.

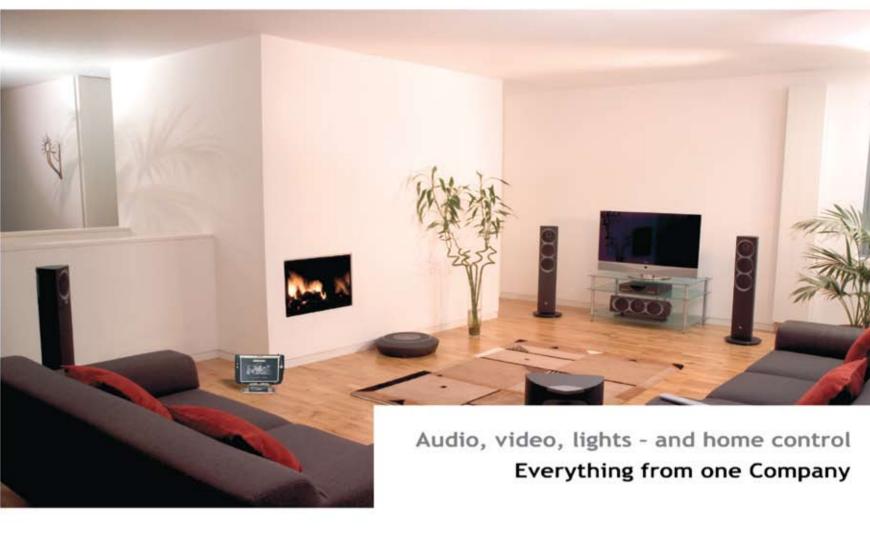
Sweet dreams available from Zyken, www.zyken.com











3 reasons for solutions by Mediamagic

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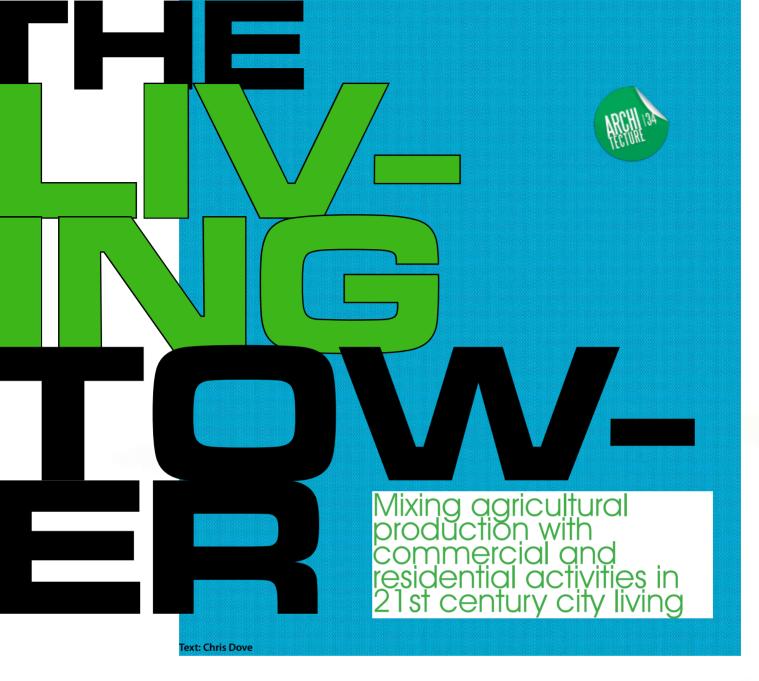
Your mobile Touchpanel will give you access to your sound & home cinema system, security cameras, alarm system, lights, air-conditioning even the water temperature of your swimming pool from wherever you are.

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Home entertainment will become an amazing experience.

For more information Mediamagic: +34 95 282 42 05



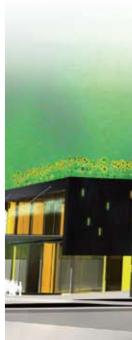




Never have the tensions between town and country, urban and rural, and natural spaces versus places of consumption been greater.

Horizontal production and consumption are centred in and around the city – factories, storage, warehouses, greenhouses all contribute to urban sprawl and consume vast tracts of land, and as demand for space becomes more intensive, landscape architects and urban planners are asking why these various systems of production are forced to operate horizontally. Why shouldn't production and consumption not find their place in the heart of city in a format less reliant on the horizontal model, and forming the basis of an international durable city?

Forward-looking French architects have developed the concept of the Living Tower – aligning agricultural production, commercial activities and residential spaces into a single, vertical system. This allows greater central city density while reducing the reliance on agricultural flatlands, significantly reducing the need for transportation between distant urban areas and protecting rural environments. This ground-breaking supposition considers new practical and energy-saving relationships between agriculture, commerce and housing, resulting in significant environmental savings day and night.













The layout of the Living Tower criss-crosses agricultural production, residential and commercial uses into a mix of off-ground facilities which vastly improves their association within the vertical city. Structurally, the Living Tower is made entirely from concrete and includes 30 storevs 112 metres high covering a ground area of 25 by 48 metres. Approximately 11,045 m² of residential area will consist of 130 apartments occupying the bottom 15 floors; offices on the top 15 floors will take up 8,675 m²; the off-ground horticultural area from street level to the top of the tower will occupy 7,000 m²; the shopping centre and hypermarket area 6,750 m²; a media library and nursery 650 m² and basement parking for 475 vehicles covering an area of 12,400 m².

The core of the tower features a network of ventilation shafts circulating air drawn from the ground at approximately 15°C, refreshing new air in summer and heating it in winter. A peripheral

concrete veil system at the core ensures wind bracing and the up and down movement of loads, the thickness of these veils increasing according to the descent of the loads. Located at the top of the tower, two large wind machines directed towards the dominant winds produce 200 to 600 kWh of electricity per year and are also used as a pumping station to ensure the circulation and recycling of rainwater recovered from the tower's roof. This concept of urban living in which agriculture comes to the city has seen a new breed of greenhouse take root in downtown Toronto, Canada. The SkyFarm is a vertical farm destined to provide the bulk of the food requirements for parts of the city and virtually eliminate its reliance on imported food for basic sustenance. Lettuce, carrots, green beans, soy beans, spinach, peppers, wheat, potatoes, cucumbers, tomatoes, aubergines and strawberries provide a veritable vegetarian's feast growing 238 metres above ground level. There are even areas for egg-laying chickens here, showing that anything is possible if you try hard enough and use the right technologies in the right way. Otherwise known as vertical farms, skyscraper farms, or ecologic skyscrapers, expect more of these multi-purpose structures to sprout up in urban settings anywhere around the world.

point of view.

he topography of the Living Tower uses full and

unfilled spaces – full spaces meeting housing and

(hypermarkets and factories) can adapt to various

directly related to local consumption. The typology

of the Living Tower allows activities to be carried

out at variable levels, creating new spaces in the

tower and generating rich and varied yields. This

tangible reality from both an ecological and social

concept of long-term development becomes a

productive functions with levels of production

office needs in terms of comfort, heat, insulation, acoustics and daylight, while unfilled spaces THE FINEST INTERNATIONAL CUISINE IN AN ELEGANT ATMOSPHERIC SETTING





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HOTOL PUERTA AMÉRICA

ADVANCED ARCHITECTS AND DESIGNERS TO DITCH THEIR DRAWING BOARDS AND TURN NEVER-BE-FORE-ATTEMPTED DESIGNS INTO DISTANT DREAMS AND DESIRES. FORMAL FREEDOM, ORIGINALITY, LUXURY AND INNOVATION DEFINE THIS DISTINCTIVE HOTEL. GUESTS ARE FREE TO CHOOSE FROM 342 ROOMS ON 12 FLOORS; EACH AWAKENING THEIR SENSES; EACH BREAKING THE MOULD OF MATERIALS, COLOURS AND SHAPES AND BRINGING TOGETHER THE BEST IN AVANT-GARDE DESIGN AND ARCHITECTURE. EACH ROOM STEEPED WITH THE FINEST LUXURIOUS DETAIL THAT ENTICES GUESTS TO SEARCH FOR NEW FORMS, TO INTERACT WITH THEM, TO TOUCH, TO SEE, TO BREATHE AND TO SMELL; EACH USHERING THEM INTO SINGULARLY UNIQUE SPACES IN A DRAMATIC DEPARTURE FROM ANYWHERE THEY'VE EVER STAYED BEFORE. AND IT'S A VENUE THEY'LL LONG TO RETURN TO OVER AND OVER AGAIN FOR ITS COMFORT, QUALITY AND WIDE RANGE OF SERVICES. Text: Chris Dove Photo: Rafael Vargas



At an estimated cost of 75 million euros and covering more than 34,000 square metres, Hotel Puerta América is strategically located 10 km from Madrid's Barajas Airport so it's ideal for discerning leisure and business travellers. Since opening its five-star luxury puertas (Spanish for 'doors') in 2005, it's been enjoying international rave reviews as part of Spanish group Hoteles Silken's mission to create a unique hotel that merges architecture, design and art. Spain's first multi-cultural hotel was designed to play host to people from different nationalities so the leading lights from 13 different countries were invited to create a sensorial and intellectual feast that upholds the hotel's quest for quality and innovation. Spanning several years of construction and with more than 650 people working simultaneously to achieve a look in which all design rules were broken, the hotel and its guests can thank the minds, souls and hands of an auspicious collective of architects and designers. Taking the lift from the ground floor up you'll find contributions from most of the best architects in the world.

Zaha **HADID**

The first woman to win a Pritzker Prize for Architecture in 2004. She fittingly kitted out the 1st floor in ultra-white plastic while the igloo-like rooms have barely a right angle in sight, from the sculpted smooth walls to the iceberg-like slab seating.

Norman FOSTER

Foster's serene environment on the 2nd floor features hand-stitched leather as the pre-eminent material through which different acoustic and tactile sensations are sought.

CHIPPERFIELD

David Chipperfield Architects'
simple, luxurious 3rd floor
space combines handcrafted
finishes, upholstered panels
and white marble.

Studio PLASMA

Argentinean Eva Castro and German Holger Kehne from Plasma Studio, founded in 1999, who chose a highly geometrical 4th floor design that could easily have come straight out of science fiction.











Victorio & Lucchino **DESIGNERS**



Using linen and wall motifs on the 5th floor to achieve a welcoming space embraced by fabrics and colours to produce an Egyptian-theme replete with velvet and marble sphinxes.

Marc **NEWSON**

6

His 6th floor futuristic hallway made totally from red lacquered wood resembles a mirror and whose 8.25 metre-long white Carrara marble bar weighs more than six tonnes.

Ron **ARAD**

Creating an internal 7th floor pathway that gradually reveals each of the spaces within the rooms.

Kate **FINDLAY**

8

and colleague Jason Bruges who re-created an 8th floor meditative space where guests can "listen to the wind" and soak in light installations that react to their movements.





Richard GLUCKMAN

9

With his 9th floor concept of 'a box within a box', standing out for its orderliness, lightness and neatness.



10

His 10th floor bedrooms are all rich black and charcoal gray and feature luxurious white cedar soaking bathtubs and sliding oak shoji window screens that are masterpieces of understatement.

Salas & Mariscal **DESIGNERS**

11

This Spanish duo provoke different sensations with their broad palette of colours and care-free touch with partitions, especially in the 11th floors and walls conveying liveliness and imagination.

Jean **NOUVEL**

12

The French architect design for the 12th floor penthouses boast 12 jaw-dropping suites, and his take on the rainbow-inspired glass and steel façade features verses from Paul Eluard's underground poem, 'Liberty' written in huge letters.





AD PARK CRTAD PAR

O PARA EXPRESARSE LI

PARA ESCUCHAR LIBERTAD PARA EXPRESARSE LIBERTAD PARA MIRAR L

Teresa Sapey's underground car park engraved with LIBERATE typography

Together, this dream team of diverse creative brains form an eclectic mix of the world's highest ranking architectural designers. Between them they have clearly succeeded in creating a visually stimulating and novel environment that's become a talking point beyond its all-out sensuous confines and its convenient Madrid location - making the boldest of style statements, the most daring of design displays and surpassing quests' wildest possible dreams.

That is until guests wake up, pinch themselves and find they weren't dreaming at all.







chair indicates loft living at its best and dictates a thoroughly modern approach.

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neo2 Arturo Álvarez

Steel frame signature table lamps in black, white, orange and blue silicone are designed to create special and attractive spaces, giving a warm and inviting atmosphere to any place.

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firewire LaCie

Producing amazingly clear sound, the sleek, simple design firewire-powered with a minimum 5W output means they don't need an AC adapter, resulting in better portability and less cable clutter.

www.lacie.com



kiss lips Heller for Studio 65

Sit pretty and pout with perfection on this sweet one-seater. Made from soft resin, it's ideal for indoor, outdoor, residential and institutional use.

www.highbrowfurniture.com



dc280 Ceccotti Collezioni

Lounge at length on this long multi-seat sofa with structure in wood made from non-deformable polyurethane padding and protective cover in polyester fibres.





mellow André Lawrence for Metropolitan Closet Company

Bookcase free standing with shelevings spaced specially for folders and magazines, as well as CDs and DVDs. Size: 147 cm X 147 cm

www.metrocloset.comwww.andreuworldamerica.com

www.ceccotti.it



le cube Nespresso

Proving it's 'hip to think square', this edgy, pure, minimalist coffee machine is guaranteed to arouse the senses. Its cubed architectural shape is available in any colour you like – as long as it's red.

www.nespresso.com



caboche tavolo Foscarini

Designed by Patricia Urquiola and Eliana Gerotto, these transparent globe table lamps are made of polymethylmethacrylate (!) in white matt glass offering direct upward and downward light projection and diffusion.

www.foscarini.com



winepocket Josh Jakus

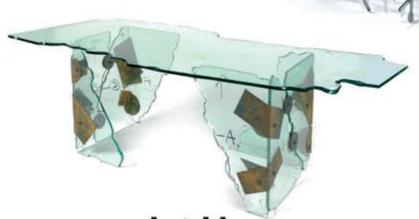
A communion between bottle and bag reduces the amount of material and labour required to protect wine during transit. Stores flat then expands to fit most bottles, the opening also functions as a handle.

www.joshjakus.com



blow up Fratelli Campana for Alessi

Read between the lines and make this steel chrome-plated magazine holder the centrepiece of your home accessories. www.alessi.com



console table Danny Lane & Ron Arad

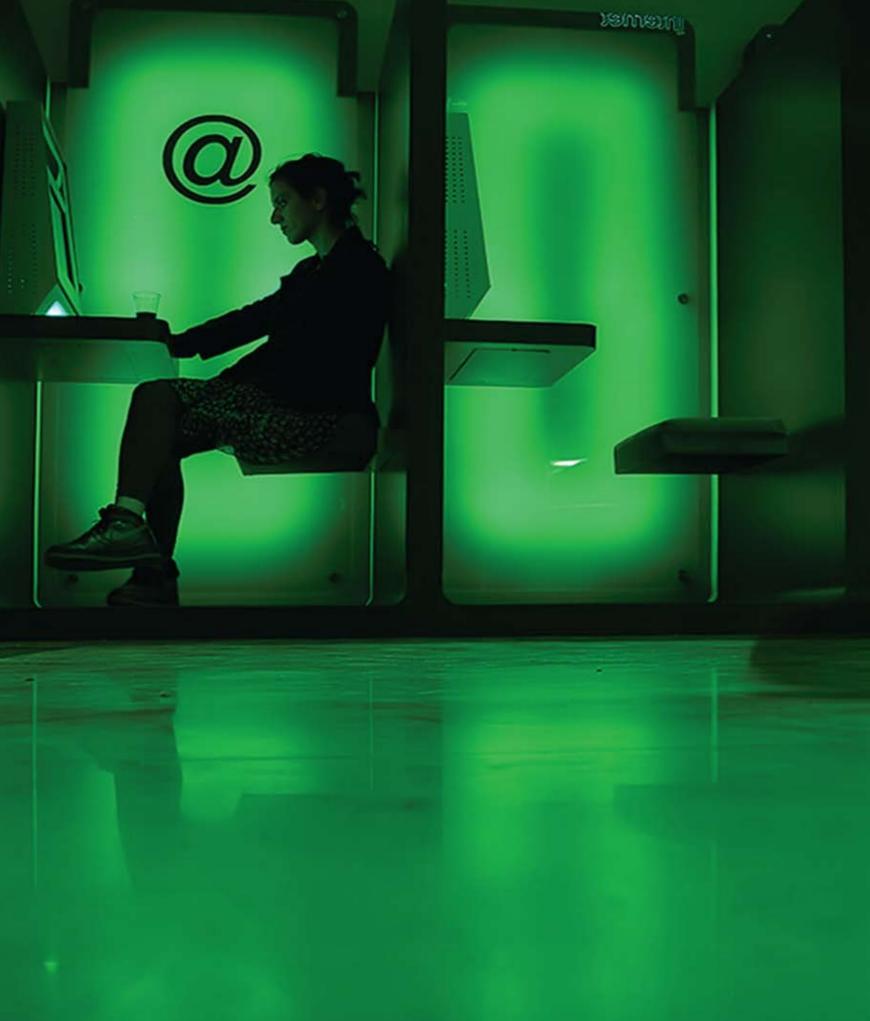
This one-off piece made of aluminium and broken glass is an extremely popular item by an extremely popular design duo using intelligent materials, tools and production methods out of science fiction.

www.dorotheum.com



Available in clear and smoke, this acrylic stool with integrated magazine rack makes a great side table and is a perfect example of how Rashid's unique and innovative perspective is changing the design world.

www.umbra.com





...and its tangled web of technologies is wiring its way to you right now...

eCulture: the mediation of cultural expressions, knowledge and experiences across digital media – the interface between arts, culture and digital technology



Log-on, plug-in, blog-out...eCulture is catching. It's spreading its tentacles around the world by the megabit - every hour, minute and nano-second. It's creating cultural connections unimagined 5 years ago and there's no escaping the world of online environments as they've entered every sector of our lives: work, friends (real and virtual), family, financial, physical, educational, political, medical,

eCulture's home is online. The internet gave birth to it, empowering groups with common interests to mingle freely in cyberspace, exchanging ideas, posing questions and learning new ways of doing things. Forums exist promoting every conceivable (and inconceivable) country and category of interest: Armenia Online, Zanzibar Online, Cannabis Culture Online, Deaf Culture Online, Pulp Culture Online...you name it, it's there.

recreational, sexual...

With inclusivity at its core and interconnectivity its unifying lifeblood, eCulture has spread from the internet to define the relationships between all our electronic devices and the ways we interact with them so now we're all on-call, on-screen, oncamera, on-message. We're always ON. Broadband, wifi, upload, download, routers, burners, domains - these terms and more are part and parcel of our emails, texts, music and games and they're common communications currency in the world of eCulture.

A new breed of internet personalities born and bred online are the defining faces of culture today and there'll be new ones tomorrow, you watch. Self-indulaent pseudo-hippy chicks including Lyndsay Lohan and Cory Kennedy are making names and bags of dosh for themselves with just a pretty face, webcam and the obligatory MySpace personal web presence. The result? A crossover of virtually every type of media reporting their every move, picking up where Big Brother and copycat reality TV shows left off.

During the dark days of the "digital divide" - long before every home had a satellite receiver and before hustlers sold dodgy DVDs on every street corner – public sector organisations were keen to develop eCulture and the creative industries as services outdid manufacturing and science, telematics and informatics took their place. Their take revolved around stimulating economic prosperity, strengthening social cohesion and promoting regional identity.

But it was too little, too late as we ordinary people took to shaping online culture for ourselves. As our diverse communities define and embrace the technologies that affect us, it's inevitable that the technologies will reflect our distinguishing characteristics - our culture.

Using open source systems like Linux, software

Spoiled rich kid celebutants
like pseudohippy chick
Cory Kennedy
making names
for themselves
on MySpace.

programmes and languages including xml, Flash and JavaScript, and backed up by powerful global servers, everyone from wizard web designers, developers, content writers and digital artists to IT-competent school kids started broadcasting their own photos and video clips in online galleries, posting blogs about every possible subject and making journalists, instant photographers and media junkies out of us all.

Which explains the huge impact of online social forums, virtual communities and culture-specific peer-to-peer file sharing networks like YouTube ("Broadcast Yourself" on nine localised websites around the world), MySpace ("a place for friends" with over 200,000 new registrations every day), Flickr ("Share your photos. Watch the World" with 1,500+ photos uploaded every minute), Facebook ("A social utility that connects you with the people around you") and eMule (24 web languages offering video streaming and up to 1,200 keyword search hits from local servers). Fed up with real life? Step into Second Life: "A 3D online digital world imagined, created and owned by its [7,900,000] residents" with avatars representing the real you in the virtual world.

Even that bastion of British broadcasting, the BBC, has CLICK, its weekly updates on the latest eCultural developments. And along with Google and Yahoo, we turn to the indispensable Wikipedia as our prime source of online information, its beauty being that it's written "by the people for the people". Real time online courses allow us to learn at our own pace, while the growth of e-publishing and e-books are the real future of books as we adapt our ways of consuming knowledge and digesting information.

The internet is such a mighty powerful force that citizens in some countries are deprived of fully participating in the eCultural reVolution. China is a noted culprit - its government banning certain sites outright and restricting access to those that don't send out the 'proper' political message:



Even 107-year-old Australian, Olive Riley - the world's oldest blogger –
is tapping away
in an ageless,
boundaryfree eCultural context, and in Britain at least. no Member of Parliament worth their



soundbyte is without their own website or blogspot as the most effective way of reaching out to their constituents.

try typing Tiananmen Square into Google there and you won't get the info you're searching for. In Cuba, the internet is illegal. Only a few people can use it and the authorities have been criticized for jailing journalists for up to 20 years for using the net to "overthrow the Cuban revolution". And Morocco is the only country in the world where people haven't been able to access Google Earth since August 2006 when Maroc Telecom suddenly censured the site without explanation. Human rights campaigners are up in arms about this, protesting at this invasion of freedom of speech and organising online petitions to gather support.

Yet another area where eCulture is making an impact is in the way we see and hear news and how reportage is delivered. Forget buying the daily newspapers - they're virtually out-of-date with each morning's publication so we turn first to online news for fresh, regular updates. TV broadcasters now rely on us to send clips of hurricane footage, natural disasters and daft people doing daft things in the name of "infotainment".

While surveillance equipment is helping identify criminals before, during and after they've committed their wicked acts, terrorists are masterfully manipulating the media to bash other religions and cultures - broadcasting live footage of beheadings on politico-religious websites which are then aired on the world's TV networks. Remember 'happyslapping'? Another perverted side of eCulture where kids film their mates attacking innocent passers-by, capturing video footage on their mobiles then uploading it to the net - letting us all share the merriment of their mindless activities.

But eCulture's biggest impact is on the global music business. Record companies have been left reeling after Napster and Kazaa started providing free internet downloads and artists like Prince and the Arctic Monkeys stuck two fingers up to the major labels, successfully launching their own material via MySpace while keeping full control and coining it in big-time. As consumers dump vinyl and CDs for iPods and mp3s, pirate downloads are the cultural norm and debates about copyright and intellectual property are really hotting up. Lily Allen, the switched-on bad girl of pop, used MySpace as a clever marketing tool to hype sales of her smash hit 'Smile', charting an eCultural first as a young, independent female artist cutting out the middlemen and still making it to the top.

And on the corporate side of eCulture, virtual conferencing is taking over from video conferencing led by enterprising companies like ADOBE with their Flash-based Connect Professional web conferencing software which allows anyone to easily create, use, participate in and track online meetings, training sessions and on-demand presentations and changing the face of corporate culture as we speak. Video didn't kill the radio star, it simply chose a different medium through which to spread its visual and aural messages.

As we're increasingly chatting online, instant messaging and texting, we've still yet to see the huge impact eCulture will have on the telecommunications industry, specifically on mobile phone manufactures and operators as the mobile generation (7-year-olds and upwards) get their fingers on java-enabled 3G (3rd Generation) phones, camera phones, video phones, TV phones and Apple's iPhone, and as more and more of us equip our vehicles with state-of-the-art GPS/GIS satellite tracking and geographic information systems.

Domotics use the internet to control several hightech devices at once and will dominate electronics in years to come, while the techno-hungry Japanese feed our insatiable appetite to automate every aspect of our lives. One Tokyo company is already demonstrating its 4G phones which will have download speeds of 1Gigabyte per second (1Gb) and features 3D goggles for viewing images with built-in sensors recognising the image and providing a full screen of instant info at the touch of a button.

This Star Wars scenario isn't far off – we're living it now, so hold on to your handsets and get ready for a super-fast ride!

Land and self-build opportunities in southern Spain Your future

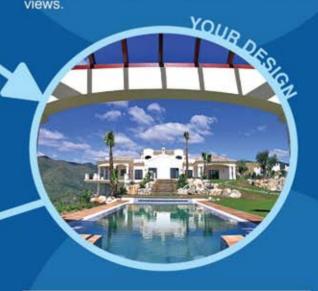
La Zagaleta • Monte Mayor Golf & Country Club • Los Flamingos Golf La Quinta Golf & Country Club • Santana Golf & Country Club • La Cala Resort • La Panera San Roque Golf Resort • La Reserva de Sotogrande • Marbella Club Golf Resort



Carrington Estates, the land and self-build specialist, can save you up to 50% of the cost of purchasing a new or resale villa. We will locate the perfect plot and help you to design, finance and build your dream home in one of the premier developments in Europe.

Prices start from £250,000 for villa plots offering stunning sea, golf and mountain views.

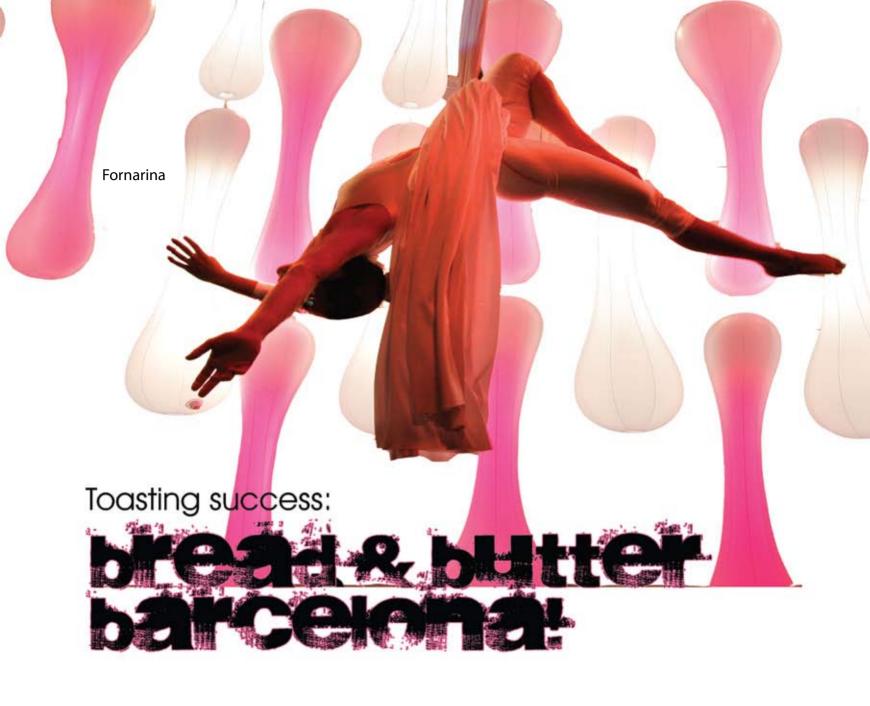




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Billed as Europe's biggest contemporary fashion tradeshow, Bread & Butter Barcelona brings together urban fashion, street culture, glamour, music and fun in Spain's most cosmopolitan, modern and open city, where young talents and established designers seamlessly unite to display the latest samples of their work to national and international retail buyers.

This isn't a generalist fashion event, but a highly specialist, high quality forum for selected brands with one clear mission: to present progressive, contemporary clothing culture from visionaries who've identified market needs and put them into action – often with unorthodox solutions. Visitors fell into three main categories: businessmen and women avidly searching for new products for their multi-brand stores; people searching for ideas to open new stores; and, of course, trend-hunters on the look out for the next big thing.

This latest event took place during 4-6 July, welcoming over 91,000 trade visitors from all over

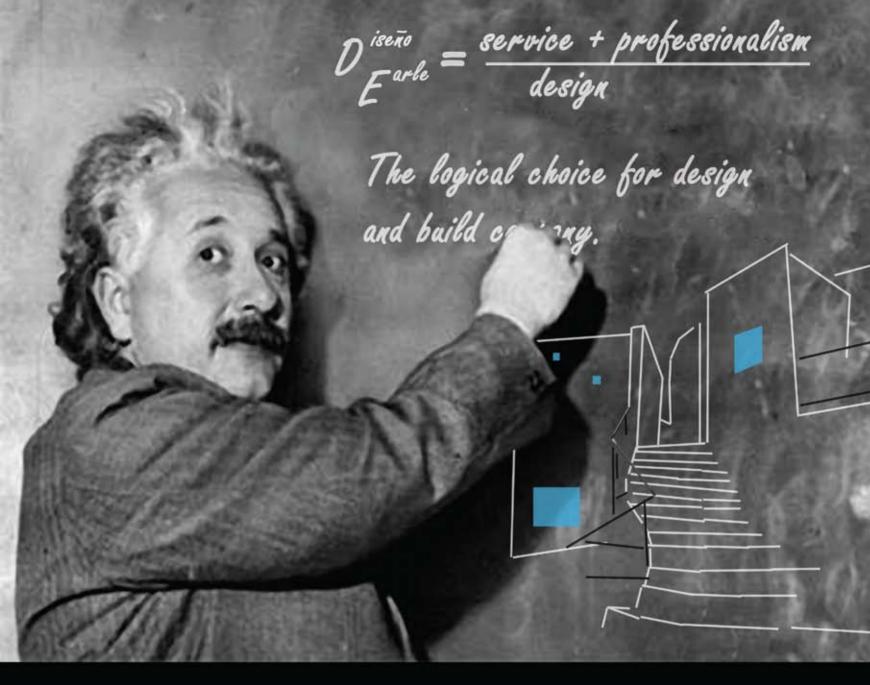
the world to the Catalan capital. A full house and a 10% increase in last year's visitor numbers – everywhere you looked there were smiling faces and you'll be smiling too when you see the range of dynamic designs and latest trends that cropped up in denim wear, footwear, sports gear and accessories from names including G-Star ("the Kings of denim"), Replay, Freesite and 7 For All Mankind.

Professing sensitivity and passion for the culture in which they're most at home, this is where business meets pleasure as deals are done, contracts are signed and distribution outlets agreed – then it was on to the equally important business of the day: the many parties around the city, live concerts, mini art exhibitions, gastronomic tastings and mass fashion festivals in which designers, actors and models all took part. "Fun and business" was, after all, the slogan for the fair.

Pepe Jeans reportedly turned Barcelona's Montjuic Tower pavilion into a dreamlike setting for one of the best evenings the city's ever seen. The party continued with Custo Barcelona's event on Forum beach to the sounds of international Superstar dance DJ, Erick Morillo. Sybilla's latest line Jocomomola also presented its first swimwear collection with a party at Port Forum where the catamaran Oceana was moored. 50 parties, intense public participation and the growing interest in this event ensures that Barcelona will be home to this fashion movement for many more catwalks shows to come.

And as the organiser's are keen to remind us, the event's core statement is about community – people from different cultures coming together in the spirit of the fair, living, working and sharing their experiences. Staff, labels, brands, designers, visitors and press are all part of the Bread & Butter Community, Roll on January Barcelona 2008...







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The colourful character in the crisp white suit

Karim debuted 'The Hotel of the Present-Future' at The Hotel Show in Dubai just this June. His philosophy for the concept room congealed the functions of a hotel room – lounging, working, sleeping – into one high gloss, blue, fibreglass piece of furniture. "The hotel room has a flowing technorganic feeling because technology is fluid and we are organic. The language is a play on a new digital aesthetic that I call Infostethics," Karim says of his creation. "We should live in a soft, engaging and inspiring place." According to Rashid, 'new luxury' in the hotel sector includes a radical departure from the traditional check-in process, rooms that can be customised through technology for individual guests, 'plug in and play'-style ease of use, and connectivity to the world outside the hotel room.

Karim's kreations: his Konstruk bathroom made from recyclable plastic mouldings blend Ease, Beauty and Functionality. The idealised room has a rubber bath, watertight floors and walls with no hard edges or sharp corners. All the bathroom's functions are automatic with no hand contact for hygiene, so there are colour coded toilets and sink units and in this 'smart' bathroom you can analyse your health and fitness levels, receiving digital feedback on your weight and appearance. The shower unit incorporates a highly efficient waterfall shower, providing a truly refreshing shower experience while not wasting any water.



This prolific designer has had 2,000 designs put into production and currently has 85 projects underway in 30 countries, so when he makes forecasts on future trends, rest assured that he knows what he's talking about. His portfolio covers everything from breath-taking bar, restaurant, club, store and hotel layouts to carpets, coffee tables, stools, alarm clocks, lamps, candlestick holders and cosmetic packaging, designed exclusively for brands such as Sony, Citibank, Issey Miyake and Tommy Hilfiger. You know Rashid's touch has been added to any outlet or product as his simplistic styling oozes from each and every one – understated and punchy at the same time.









His future's bright...pink, blue, green, yellow - Rashid's signature 'look' adorns interiors and exteriors

"Think pink" could be Rashid's motto - shocking pink, playful baby pinks and lilac pinks appear frequently in his work, while his colourful personality comes out in lemon-skin yellow fabrics, sea greens, turquoise greens, lime greens, electric blues contrasting and complementing sky blues, and lots of ultra-violet, neon, halogen and florescent - the rainbow's spectrum found in his lighting strips show how much this guy likes playing with light. Who else could have come up with 'glow in the dark' bathroom tiles to provide guidance during the night? Function and fun by the bucket load.

Born in Cairo, Egypt in 1960, Rashid received his Bachelor of Industrial Design in 1982 from Carleton University in Ottawa, Canada before going on to open his design practice in New York in 1993 where he continues to live. With a plethora of international exhibitions and design awards to his name, Rashid's marble mantelpiece must be groaning under the strain - this year alone he's

landed the titles Product Design Finalist at the Cooper Hewitt National Design Awards; ADEX Award for Design Excellence for his Nienkamper Kloud Collection; two Red Dot distinctions for high design quality for his Magppie Tantalo Bottle Opener and KenzoAmour; he's been inducted by LaCie Skwarim into the permanent collection of the Centre Pompidou in Paris; he's won EXTRACTS Best New Product Award for Sexy Beast and the iF Product Design Award for his LaCie Skwarim. Need we go on?...

When he's not picking up a rash of awards, Karim is developing more new products, meeting every possible need and desire for the modern home. Just a peek reveals a series of cone-shaped Dirt Devil vacuum cleaners designed to make daily dusting a joy; soft, squishable sofa seats you simply want to be swallowed up in; groovy garden furniture in white or bright colours; his Gaia&Gino ceramic creemy white coffee set is such a distinctive display piece and work of art in itself

yet you can actually hold onto its comfortable handles and enjoy your caffeine fix. He even hatched onto the idea of designing a clever egg-timer!

Turning to interior furniture, his multi-angled origami-inspired Bonaldo chairs come in five lolly-licking colours and his four-leaf-clover-type adjustable Quadro coffee tables are available in equally cute colours. Heading to the bedroom, his Horn Tide drawer features deceptively virtual lines which seem to tease and play with the light, while other wardrobes are embossed with beautiful patterns.

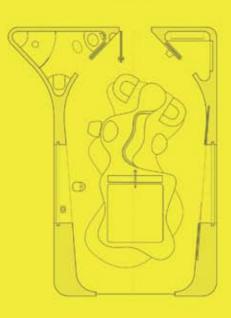
You have to marvel at his Martinelli door handles featuring different coatings for a smooth or textured grip with shiny, matt, lilac or gold-plated colours and finishes. And if you see what he's done to raise the profile of the humble coat-hook: illuminated Unikorn door-hangers are truly baffling for the level of design detail they hold,







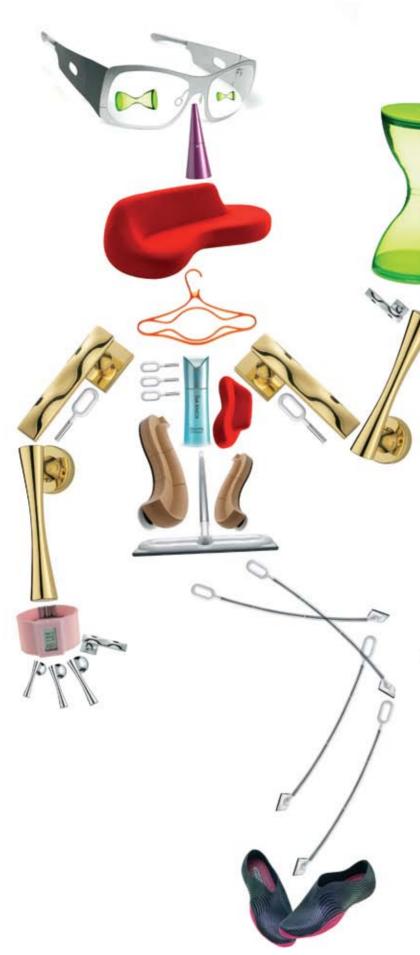




transforming a mundane domestic item into a marketable must-have and making the tried and trusted clothes horse more or less redundant.

Other new products include cosmetic packaging for Isa Knox where Rashid has made more advances in packaging technology than any other designer. And along with his design for Melissa Dynamik rubber shoes and chewing-gum pink kids' digital wrist watch, it's obvious there are no items in this world that Karim cannot turn his multi-talented hands to With the overriding candy store feel about his work, it's no surprise that yet another departure into packaging design sees him launching Obliqsound record sleeves and CD cases - check out the sounds for the sweetest tunes you're likely to hear for a long time!





He's done it all!

From head to toe with the rainbow as his palette, Rashid's utilities stretch the imagination - tangible, functional and very, very collectable...

Head to Toe

Sceye Kar X-ray Specs Dirt Devil Hot Pink Kone Left & Right-leaning Zanotta Koochy Sofas Normann Orgo Illuminating Coathanger Isa Knox Cellience Serum Nienkamper Serpentine Sofa Method Omop & Handle Extensions Melissa Dynamic Rubber Footwear

Right Hand

Martinelli Sike Door Handles (various colours and finishes) Melissa Watch Digital Pink Pendulum

Left Hand

Martinelli Fluke Door Handles (various colours and finishes) Normann Egg-Time On His Hands



Salonia Muebles y Decoración Avda. de Velázquez 117 local 7 29004 Málaga Teléfono: +34 952 177 437 www.salonia.es Email: info@salonia.es



Interview with

ZENA HOLLOWAY

LONDON-BASED ZENA HOLLOWAY, 33, HAS THE MUCH SOUGHT-AFTER JOB OF UNDERWATER PHOTOGRAPHER AND DIRECTOR. AT 18 SHE SIGNED UP FOR A SCUBA DIVING HOLIDAY IN EGYPT FOR TWO WEEKS, FORFEITED UNIVERSITY AND RETURNED HOME TO THE UK THREE YEARS LATER HAVING TRAVELLED THE WORLD WORKING AS A DIVING INSTRUCTOR. SINCE 1995 ZENA HAS STUBBORNLY PURSUED HER INTEREST IN UNDERWATER PHOTOGRAPHY. SELF-TAUGHT, SHE HAS DEVELOPED A UNIQUE STYLE AND IS LUCKY ENOUGH TO BE REGULARLY COMMISSIONED BY ADVERTISING AGENCIES FOR COMMERCIALS AND CAMPAIGNS. RECENT JOBS HAVE INCLUDED FILMING BURIED TREASURE AND SKELETONS IN URUGUAY, GREAT WHITE SHARKS IN SOUTH AFRICA, OCTOPUS IN ZANZIBAR AND SWIMMING WITH HORSES IN THE CARIBBEAN. ZENA'S COMMERCIAL PHOTOGRAPHY CAN BE FOUND AT WWW.ZENAHOLLOWAY.COM

What led to your 'big break' using this photographic technique?

I don't think there really has been a 'big break'.

My progression has been a steady road and as
my experience grows I get better and more
prepared for the next challenge.

Why are your images semi-erotic or romantic?

I just shoot what moves me. When I'm underwater I feel like I'm surrounded by infinite and undefined opportunities. It might be the way the light moves along the surface of the water or the moment that a bubble passes through shot.

Any regrets giving up university?

Absolutely none.

Who/what inspires your creativity?

Just about everything.

Any scary moments shooting underwater?

It generally takes quite a lot to spook me underwater. I've spent so much time beneath the surface that it's as natural to me as taking a walk in the park. However filming a large dead great white shark hanging in a shark net off the coast of South Africa gave me the willies. The water was green, murky and I was on the wrong side of the shark net diving solo except for some very vicious jellies.

Have you been compared to Jacques-Yves Cousteau?

Cousteau was mainly an explorer which is a little different to what I do, but it would have been fun to have been the first person to visit all those virginal locations. The impact that divers are having around the world has caused much of the existing reef life to be destroyed.

Any personal comment on "The Big Blue" by Luc Besson?

A fabulous film – Freedivers are a unique breed and absolutely wonderful to photograph.

What are your favourite colours?

Right now I'm into anything but blue.

Who is your favourite designer/architect? Arne Jacobsen.

What was the last movie you saw/book you

I have a 4-year-old and a 5-month-old so unfortunately I don't get a lot of time for either. However I'm half way through John McEnroe's autobiography 'Serious' which is very good.

Raw or cooked? Cooked.

Any message you'd like to convey to our readers?

Enjoy.









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NAUTICAL **NORMAN**

WHIZZING AROUND THE MED IN THE FOSTER-DESIGNED SUPERYACHT

Three cheers to Sir Norman Foster for going one step further than any other architect and designing, wait for it...luxury yachts - an unlikely project for his profession but one he stepped up to with relish. As Lord Foster of Thames Bank, the River Thames plays a large part in Foster's professional life: it's the location for Foster + Partners' riverside offices and as the designer behind the Millennium Pedestrian Bridge linking Saint Paul's Cathedral with the Tate Gallery of Modern Art, the starchitect has been angling to show us more of his nautical nature.

Among the applause generated by his burgeoning list of assignments are his forages into the luxury yachting world - his success creating a series of deck-like viewing terraces at The Yacht Club de Monaco leading to an unusual commission to design an initial 10 luxury yachts by the new UK-based luxury club YachtPlus for its fractionally-owned fleet of contemporary luxury yachts.

The YachtPlus 40 Signature Series are a fleet of 131 foot (40 metre) luxury powerboats making a big splash in seaborne circles at a cool 14 million euros each. With up to eight owners per vessel, the ultra-modern motoryachts will be made in aluminium alloy with a composite superstructure, with "light, modern and warm" interiors. Each has four decks, four guest cabins and full beam owner's cabin, not to mention a submersible beach deck and large glassed-in saloon area offering 180 degree views. The first yacht is set to sail the Mediterranean and Caribbean next year with owners enjoying up to 5 weeks a year in the ultimate lap of luxury. Foster was attracted to the fractional concept because it facilitates year-round use of the yacht and was "an invitation to think afresh the concept of a 40-metre luxury yacht from a broad brush strategy down to the smallest detail."



Swedish & Russian art exposition

Paintings by Natalia Pietsch & Johan Wahlstrom till 15/8/07 Club de Mar Gallery, Marbella.

> www.artenata.eu Tel: 663 653 419

The best of photography & film from George Eastman House Collection

150-work exhibition presents popular and recognised works from the history of photography.

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George Eastman House, USA www.eastmanhouse.org Tel: +585 271 3361

Global Cities

Looking at the changing faces of 10 dynamic international cities from Cairo to Tokyo as seen through the eyes of leading architects and artists.

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Tate Gallery of Modern Art (UK)
www.tate.org.uk

Tel: +44 (0)207 887 8888

Future City

Tracing the history and development of international experimental architecture since 1950, from Archigram to Zaha Hadid

till 17/9/07

Barbican Centre, London WWW.barbican.org.uk Tel: 44 (0)20 7638 4141

AUGUST07EVENTS

Richard Serra Sculp-tures: forty years

Presentations from the artist's early experiments with rubber. neon and lead to monumental late-career pieces and three new works

till 10/9/07 Museum of Modern Art, NU www.moma.org Tel 212 708 9400

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www.londondesignfestival.com

archiblog Diseño Earle's Director Michael Earle airs his thoughts on modern architecture. design and construction. Whenever you want to read it!

www.dearle.com













Theory Hazit Extra Credit

This deeply religious MC does street wisdom with a thoughtful moral dimension - but don't let that put you off! The beats produced by Hazit and a diverse international team including Tony Stone, JustMe and Reflex The Architect match hip-hop history with modern rap, turning 'prostitutes into preachers' through songs of praise and stomping Amen breaks delivered with brains and power.

Gogol Bordello Super Taranta

With traditional Eastern European gypsy music increasingly prominent on the US alternative rock scene, the most fun act of this genre is New York's hugely entertaining 'gypsy punks' Cogol Bordello, winners of this year's Radio 3 Award For World Music in the Americas category. A huge hit on the UK festival scene whipping audiences into a frenzy with whirting dervish fiddles and accordions, Clash-like guitar riffs and leader Hütz's incendiary stage presence, this, their 4th album, is a real blast.



Austin City Limits Music Festival

Sept 14-16 2007, Zilker Park, Austin, Texas



Shellac

Excellent Italian Greyhound

The first release in seven years for the indierock trio of super-producer Steve Albini (guitar), Todd Trainer (drums) and Bob Weston (bass) but their sound remains unmistakably Shellac; guttural, sarcastic and chock-full of anger. Anyone who professes to be a serious music fan without having spent quality time listening to their albums should be forced to familiarise themselves. Immediately.

Justice Cross

The funky electro French duo known for remixing the likes of Devo and Franz Ferdinand emerge with their debut album and dead good dance stuff it is. Loud, restless and daring, it's a creative tour de force for the children of acid house - a killer party record bouncing out of the speakers so forcefully that the moments where the sound leads into its trademark elastic groove become utterly addictive. One for me please!

Great Music, No Limits, 3 days, 8 stages and 130 bands – why, it must be the ACL Music Fest! Billed as "one of the greatest and most affordable music experiences in the world", Texas US hosts this award-winning series spotlighting artists of every musical genre from R'n'B to rock, jazz to alternative and has been playing to packed stages of all ages, colours and creeds for over 30 years (how long?!), getting bigger and better every year. Single day passes to fun-filled 3-day travel packages are available but hurry, tickets are drying up so go straight to www.aclfestival.com for full details and bookings.



Cardboard "sound box"

Frank Gehry manipulated it for his 'Easy Edges Wiggle Chair', now architects are shaping sound spaces out of it – corrugated cardboard that is. With its unique physical consistency, axial strength and deadening acoustic absorption, the design concept for this "sound box" came from the architect's ambition to create a strong spatial intensity and distinct internal atmosphere. Now listen up here: it's set within a 2.5m cube and made from 720 half square sheets of 7mm thick corrugated cardboard stacked in 360 layers and even more amazing is that it sits under its own dead weight without any fixings or glue – just don't spill any water on it!





Details in Contemporary Architecture

Authors: Christine Killory & Rene Davids Publisher: Princeton Architectural Press Price: £17.00

Gebrüder Grimm

essing

Through case studies of recent work by Herzog & de Meuron, Morphosis, ShoP and other prominent architects, this book demonstrates how complicated design problems have been solved with details – both common and exotic – to achieve beautiful, functional, innovative, sustainable and economic results.

The Problem of the House: French Domestic Life and the Rise of Modern Architecture

Author: Alex T. Anderson
Publisher: University of Washington Press
Price: £25.00

"The problem of the house is a problem of the epoch" stated Swiss architect Le Corbusier; architecture, he felt, should focus on everyday life and produce housing that is "made for living in". This book explores the work of a group of like-minded designers in France who committed themselves to designing and equipping the modern house. The author traces the development of the early modern architects who, influenced by cubism and art nouveau, established architecture as a human-centred art.

CINEMA NEWS

Big screen ads are set to get even bigger...
Innovations and new campaign tactics focusing on cinema advertising were top of the agenda at the 54th Cannes Lions International Advertising Festival in June. According to the Screen Advertising World Association, new technologies on and off the big screen have cemented cinema advertising's position as the medium with the highest impact and recall rate, so except to be bombarded with more full frontal commercial imagery flogging everything under the sun as SAWA steps up its campaign aimed at grabbing and holding our attention spans for ever longer periods...









Portable notebook cooler

Due to the heat generated by the long hours we use our laptops, this base cooling unit functions by means of two fans to reduce the temperature of both the machine and the desk. Emitting minimal noise and connected via USB, it works with any notebook size.

www.antec.com



Samsonite's skinny suitcase

Extrovert British fashion designer Alexander McQueen came up with this 20 inch Hero Skeleton Suitcase based on the human ribcage – it's a dead cert it'll have heads turning in the departure lounge!

www.samsonite.com

Nixon Lodown surf watch

The Nixon Lodown has 15 years worth of preprogrammed tidal info for 200 beaches all the world over. Right at your wrist you can monitor the height of the waves, and don't be afraid to jump right in when the surf looks good.

www.nixonnow.com



DVD copying ban on the way

DVD copiers listen up: plans are afoot to ban ALL DVD back-ups and stop playback of movies in PCs or players without the original DVD in the drive. Due to come into force in 18 months, we'll have moved to "backing up" HD movies anyway so as an anti-piracy move it's about five years too late. Hal

www.dvdcca.org

Digital dummies

The book company behind the 'For Dummies' series is launching a GPS unit in the US boasting the 'World's User-Friendliest Interface'. While it's fairly standard looking, it also acts as an MP3 player and eBook reader.

www.asus.com



LED Art Ian

This cool LED Art Fan shows the temperature and weird colour patterns and lets you store up to 128 colorful frames in its built-in 5MB memory. Using a serial port connected to an infra-red transmitter, it sends files to the fan on any Windows-enabled PC. Fan-tarctic!

www.thinkgeek.com



DataGlass Head-Mounted Video

Always ahead of the technology game, this Japanese video display unit can be connected to a notebook or video output via USB, virtually giving you the experience of having a 14" monitor right in front of you from a distance of 2 feet.

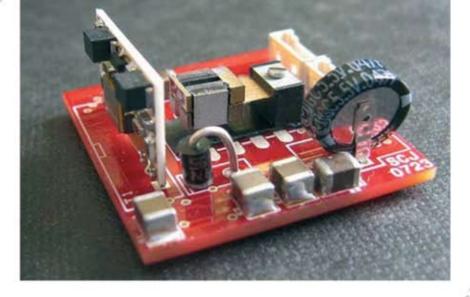
www.shimadzu.com



Panasonic's Art Nouveau phone

This sleek, curvy hand job really is greatlooking – and apparently serves a functional purpose as a phone too. It's just a design concept at the moment, dreamt up by some smart college kid in Illinois, US but it's got everybody talking, enquiring if it'll be OK to call friends whose digits include 8, 9 and 0. Is it for you-hoo?

www.panasonic.com



Good vibrations

University of Southampton Scientists in the UK have created a free-energy generator that makes enough electrical current to power sensors and small machines.

www.soton.ac.uk



Know your limit!!!

Before getting behind the wheel, put this Alcohol Breath Test Pen to the test so you don't compromise your safety or anyone else's. To check your blood alcohol level, just blow into it for a few secs and if the LED light glows green, you're good to go, if it's red call a cab. Simple.

www.boysstuff.co.uk

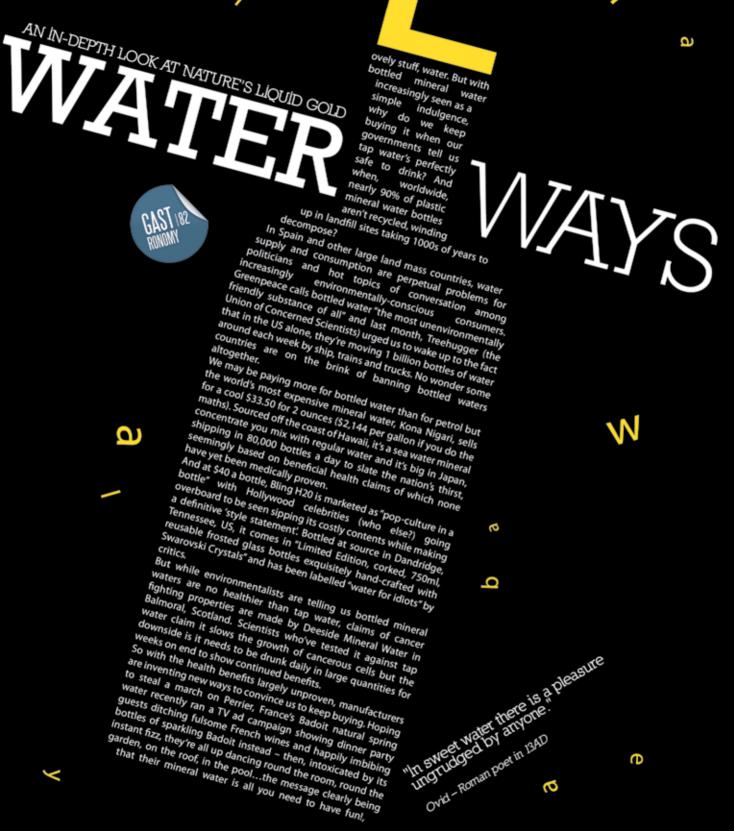




Fun flip universal remote

Taking its design inspiration from a clamshell, this handset functions as the perfect universal remote around the home and supports TVs, VCRs, DVDs, VCDs, HDTVs, satellite and cable.

www.jascoproducts.com



Yet the tide is turning and the stigma of ordering tap water in bars and restaurants seems to ebbing away, giving wave to enlightened drinkers comfortable to shake off denigrating looks and brazenly drinking tap water in public – speaking volumes about the impact environmental concerns are having on our behaviour. A new initiative by a leading New York restaurant offers diners free carafes of still or sparkling filtered tap water, fizzed up by a soda-fountain-style carbonating machine and it's going down well with their patrons.

But there's still a way to go. As we freely drink, swim and shower in this precious natural element, we're reminded of what former US President Franklin D Roosevelt once said: "We think of our land and water and human resources not as static and sterile possessions but as life-giving assets to be directed by wise provisions for future days." Let's heed his prophetic words – our futures dependent on it. Text Chris Dove

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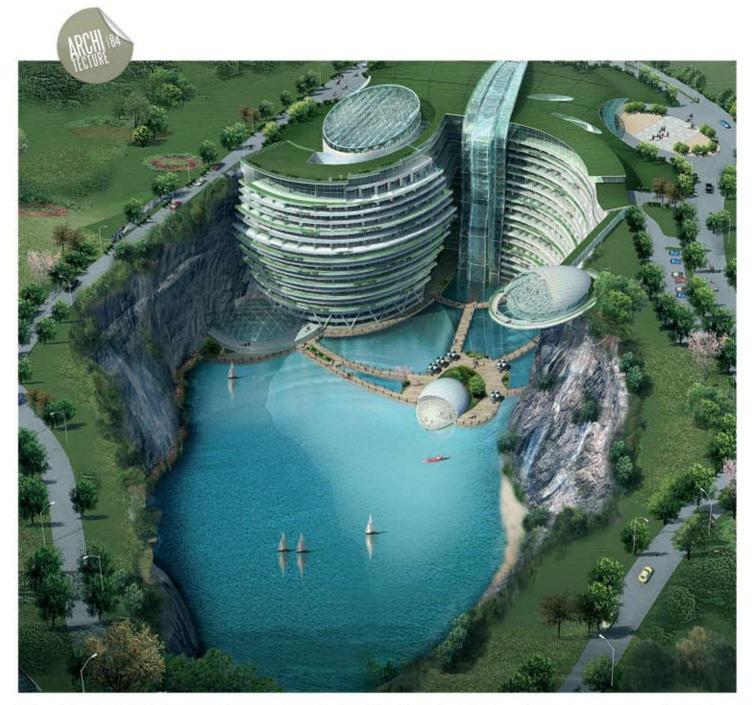
FUSION COCHTAILS



FUSION DELIGHTS



We are located at the exit to Urb. El Rosario (in front of Las Chapas school) Marbella



WATERWORLD

SHAPING SHANGHAL'S FUTURE: A PROJECTION OF SONGJIANG HOTEL, CHINA

THIS IS A COMPUTER IMAGE OF WHAT SHANGHAI'S SONGILANG HOTEL IN CHINA WILL LOOK LIKE WHEN IT'S COMPLETED IN MAY 2009. IMPRESSIVE, HUH? THE SONGILANG DISTRICT IS RENOWN FOR ITS NATURAL BEAUTY AND SPRAWLING LANDSCAPES AND IS ALREADY A MAGNET FOR WEEKEND TOURISTS – THE ADDITION OF A 400-BED LUXURY RESORT LOCATED IN A 100-METRE DEEP QUARRY WILL BE ITS NEWEST AND GREENEST ATTRACTION. DESIGNED BY UK ARCHITECTS ATKINS, THE "QUARRY HOTEL" WILL CONTAIN RESTAURANTS, CAPÉS, SPORTS PACILITIES, CONFERENCE ROOMS FOR UP TO 1,000 PEOPLE, A BANQUETING CENTRE, UNDERWATER GUESTROOMS AND PUBLIC AREAS. WATER WILL NATURALLY PLAY A KEY ROLE IN ITS DESIGN WITH MANY OF THE HOTEL'S FEATURES BASED AROUND IT: WATERFALLS, AQUARIUMS AND GREEN AREAS DESIGNED TO MATCH THE EXISTING QUARRY FACE. THE ENTIRE HOTEL WILL BE COVERED IN A GREEN ROOF WHILE THE SUSTAINABLE BUILDING WILL USE GEOTHERMAL ENERGY FOR ITS ELECTRICITY AND HEATING, THE QUARRY ITSELF PROVIDING A GOOD SOURCE OF HEAT CONTROL AND SHELTER FROM THE ENVIRONMENT. LONG GONE ARE THE CHILLING TALES OF CHINESE WATER TORTURE – WE'RE NOW WAITING WITH BATED BREATH FOR CHINESE WATER PLEASURES TO BEGIN. Photo: Courtesy of Atkins Architects



You can send us your cool links to: rbouza@d-earle.com

HTTP://WWWGLACEAU.COM
 Glaceau infuses water with vitamins and electrolytes. This ecosystem site captures the personality and fun of each product as well as the art and science of water.

2 | HTTP://WWW.GETTHEMESSAGE.NET Let the Royal Navy deliver a message to your friends using one of five delivery scenarios: driver, fast jet pilot, helicopter pilot, submariner or Royal Marines commando.

3 | HTTP://WWW.BATTLEFORTHEBRONCHS.COM. The Airforce and Trigger gangs fight it out for control of the Bronchs in an interactive video comic. Who will have ultimate control? Ultimately you decide.

HTTP://WWW.KOENDEMUYNCK.COM
 The online portfolio for advertising photographer
 Koen Demuynck has a playful navigation and contains
 fresh images that bring a smile to your face.

5 | HTTP://WWW.SAVETHEMONKEYS.NET "In order to save the world from total extinction, we have to prevent mankind from stealing bananas from the monkeys..."

6 | HTTP://WWW.KINDNESSANDHUMILITY.COM Spicebox is Inspired gift-giving, creating collections of unique personalised items designed for all ages and lifestyles.

7 | HTTP://WWWENVIGA.COM "The first sparkling green tea beverage that's proven to burn calories by simply drinking. Be positive. Drink negative."

B | HTTP://WWWD-EARLE.COM
The superior architects' firm behind this brilliant
magazinel Go on, admit it - you love it and you'll
love what we can do when it comes to designing
and building your villa, apartment, pool, bar...

9 | HTTP://www.HBOVOYEUR.COM HBO offers you a slimpse into the apartments of everyday New Yorkers. Put away your binoculars and watch this instead.

18 | HTTP://INTRANET.FIRSTBORNEMULTIMEDIA.COM Le Meridien's Virtual Showroom demonstrates how their rooms, furniture and fixtures are designed.





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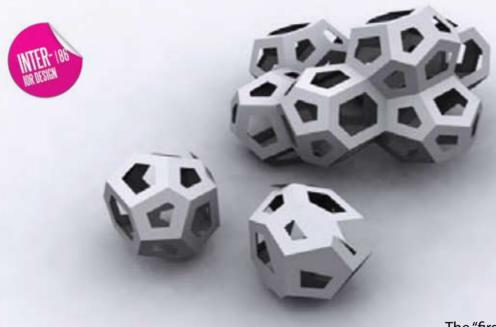
AGRA AGRA

See the unparalleled natural beauty of the Four Seasons Private Residences Bora Bora project in Tahiti. Offering a warm welcome to the island Neighbourhood, one click takes you on a soothing, realistic boat trip passing beautiful beaches, stunning scenery and exotic, happy people...then into your private jet for an aerial tour over lush green mountains before a sunset stroll – ahhh, the dream: Escape. Enjoy. Believe.

Visit http://www.showmeto.com

DIGITAL ORIGAMI

An ancient Japanese proverb says: "If you meet a person that is able to make many items of different shape by folding up simple, sneets of paper, don't think it, is trivial, but try to learn."



The "first wave" of digital architecture hit the world in the mid nineties. 90% of all final projects at my faculty were handdrafted on tracing paper and made out of balsa wood. Three years later, for my masters project, 90% of my fellow projects were digital. The digital revolution happened fast. However, with this first wave, there was no gravity - nothing for the senses and very little constraints. Thus architecture divided between the digital visionaries and the 'real' architects who build. In today's second wave 'the digital' enables us to conceptualise and build in an entirely different fashion. The computer now enables that which divided us: to build stuff.





The Stuttgart Mercedes - Benz museum for example isn't based on elevations and plans, but 3D spatial experiences. It was conceived 3-dimensionally through movement and not in elevation, plan and section. Such skills at the interface of digital (or hybrid) design and manufacturing are what we want to teach the future generations of architecture. And we want to make them experience it. The digital masterclass program at UTS under Anthony Burke has been doing that for several years now and in the tradition of inviting guest lecturers for short but highly intensive masterclasses, this year they invited me.

In this year's masterclass we didn't just want to see another crazy flythrough or rendering. We wanted to realize concepts. We asked the students to study and research current trends in parametric modelling, digital fabrication and material-science and apply this knowledge to a space-filling installation. The aim was to test the fitness of a particular module copied from nature to generate architectural space, with the assumption that the intelligence of the smallest unit dictates the intelligence of the overall system. Ecosystems such as reefs act as a metaphor for an architecture where the individual components interact in symbiosis to create an environment. In urban terms, the smallest homes, the spaces they create, and the energy they use, the heat and moisture they absorb multiply into a bigger organisational system whose sustainabilty depends on their intelligence.

Out of 3,500 recycled cardboard molecules of only two different shapes, the students have created a mindblowing reinterpretation of the traditional concept of space. The pain and pleasure to face practical problems (including gravity) translates in such a dynamic that the project has already exceeded all expectations. At the time of writing, 25 young architects climb upside down through the art-gallery, enthusiastically exploring the Cartesian space and interpreting their own 3D drawing into real, 3D and physical space. Isn't that what architects do? Utilitas, firmitas, venustas. digitalitas. Hey Vitruvius,

you didn't tell us about this one!





what s happening at The CAC malaga



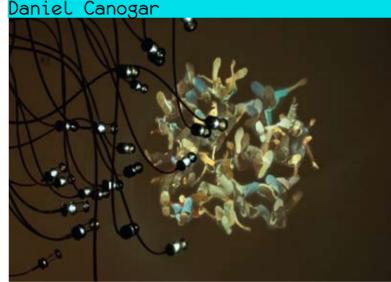
Anne Berning's 'Encyclopaedic İncompleteness' at CAC Málaga

These beautiful, bright, big book spines are the type of original artworks that literally leave you spellbound. Standing at a striking 28.5 metres tall, this pictorial installation takes the form of a bookshelf and resembles a Technicolor stage set. The mural of art books arranged alphabetically on the ground reflect not her own personal taste but a selection of great past and present names in art history, as well as several little-known artists. Book tickets at www.cacmalaga.org until August 19

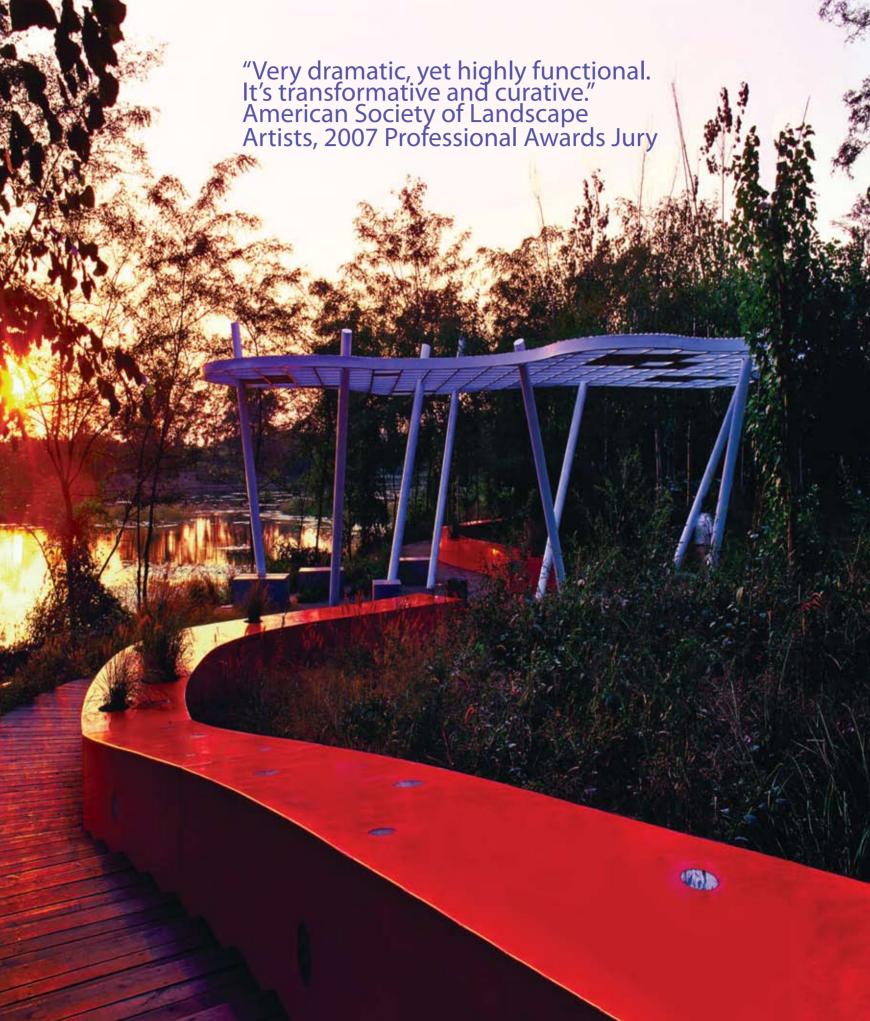
Always looking for ways to alter traditional photographic formats, prestigious Spanish artist Daniel Canogar submerges the spectator into his images to investigate how identity is altered by the spectacle of space. Paying homage to the Phantasmagoria created by Belgian scientist Robertson, who used magic lanterns to project spectral images of bodies and creating a proto-cinematographic spectacle that captivated European audiences, Canogar substitutes fibre optic cables for magic lanterns, updating the notion of the technological phantom so instead of being a passive spectator, the viewer activates the installation by covering and uncovering images while walking through the exhibition, becoming a moving screen but also discovering his/her shadow when their body interrupts the projections.

Canogar's installation is showing at CAC Málaga until August 26th. Web: www.cacmalaga.org
Email: cacmalaga@cacmalaga.org
Web: www.danielcanogar.com





This former Young British Artist has developed into a leading figure in contemporary British art and a retrospective of forty of her sculptures, photographs and silkscreen works feature at CAC Málaga until 26 August. Best known for her controversial 'House' comprising an exact ''negative'' of a Victorian house in London's East End, Whiteread explores the depths of architectural spaces, emptiness and territories inhabited by memory in her most recent installation, 'Village': 53 dolls' houses illuminated inside and creating a magical, dreamlike atmosphere.



Text: Chris Dove

An iconic reflection of China's RED culture

chinese architects faced a major design challenge; how to preserve the natural habitats along a waste-filled river while creating new recreational and educational urban uses. solution: the "red ribbon" project





At night the fibre-steel bench glows from the inside and, true to form, the superstitious Chinese see it as some strange nocturnal alien protecting the park, making this one of the features that attracted the American Society of Landscape Artists jury who, on selecting it for a Professional Award this year, called it "a celebration integrating artistic elements into a natural landscape in an ingenious way."

Designed by Landscape Architects Turenscape with students from Peking University, the Red Ribbon causes minimal disturbance to the native vegetation and animal crossings are built into it as shelter for small creatures.

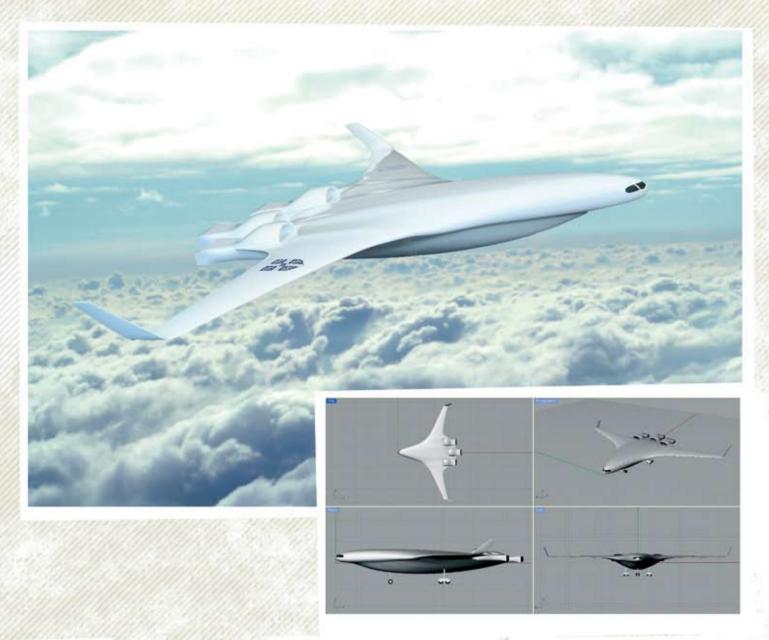
Transforming an inaccessible waterfront into an attraction while preserving the natural river corridor demonstrates how a minimal design solution can achieve a dramatic improvement to the landscape.

THE 'SILENT' AIRCRAFT INITIATIVE AIMS TO BOLDLY GO WHERE NO AIRCRAFT DESIGN HAS GONE BEFORE WITH A CONCEPTUAL DESIGN WHOSE NOISE EMISSIONS WOULD BE ALMOST IMPERCEPTIBLE OUTSIDE THE PERIMETER OF A DAYTIME URBAN AIRPORT



CAMBRIDGE UNIVERSITY AND THE MASSACHUSETTS INSTITUTE OF TECHNOLOGY UNVEIL REVOLUTIONARY CONCEPT FOR A SILENT AIRCRAFT

The SAX-40 (Silent Aircraft experimental) is an ultra low-noise, fuel-efficient aircraft requiring radically different aircraft and engine designs than have ever been proposed before. 35% more fuel-efficient than any aircraft flying today, the SAX-40 is the result of an ongoing design process (SAX-01 to SAX-40) to achieve low noise and improve fuel burn. And as more and more of us are choosing to jet off more often to farther and farther destinations, politicians are piling pressure on airlines to curb greenhouse gas emissions from planes; whilst airliners in turn are keeping a watchful eye on everincreasing oil prices.



Blue sky thinking

Sponsored by the UK's University of Cambridge and the USA's MIT (Massachusetts Institute of Technology), the SAX-40's highly innovative conceptual design has been developed to address future generations of aircraft. Its radically different shape is known as a "blended wing" – it has a tailless wedge-shaped body with two bat-wings far removed from the tube-like fuselage with two swept-back wings and engines underneath in current use, but which enable aircraft-makers to build larger or smaller variants utilising many of the same parts. By sticking engines under the wings, it's easier to maintain or upgrade them halfway through an aircraft's 30-year lifespan.

Whilst the pace of progress is rapid, these and many other technical challenges remain before the SAX-40 becomes a reality in the projected 2030 timeframe. Having clearly identified these

challenges however, the mission now is to provide a clear direction for the work needed to address them – a fundamental goal being to ensure that some of the technologies and approaches can be applied to more incremental aircraft designs within a shorter timeframe.

An eXtensive network of partner Operators

Behind the scenes a highly qualified Operations team is working to develop and test flight the enhanced approach procedures used by current aircraft. The revolutionary SAX-40 uses Continuous Descent Approaches (CDAs) which reduce noise and fuel burn by keeping aircraft higher and at lower thrust levels for longer periods than traditional step-down approaches. This partnership project is part of a Knowledge Integration Community of aerospace partners including airport operators, air traffic controllers, airline industry administrators, policy makers and academics.

Project funding and people

In addition to funding from the Cambridge-MIT-Institute (CMI), the 'Silent' Aircraft Initiative receives matching in-kind support from key industrial partners. Comprising approximately 40 top grade researchers, the CMI team includes 3D Aero Designers, Acoustic Measurement Specialists, Operators and Economists - all working to see this space-age aircraft successfully take off within the next two decades. According to Professor Ann Dowling, Professor of Mechanical Engineering at Cambridge University and SAI team leader in the UK, "The case for radical change is getting stronger. It's only through such a change that one can achieve step-changes in fuel burn." So fasten your seatbelts and prepare to watch the SAX-40 develop its green credentials with the highest levels of hope, goodwill and lots of anticipation...



SETINGDOUBLE!

THANKS TO DYNAMIC DUTCH ARCHITECT REM KOOLHAAS, ALL EYES ARE ON CHINA IN MORE WAYS THAN ONE

DESIGNED BY THE OFFICE FOR METROPOLITAN ARCHITECTURE IN ROTTERDAM AND LED BY PRITZKER PRIZE WINNING DUTCH ARCHITECT REM KOOLHAAS, THE NEW HEADQUARTERS FOR CHINA'S CENTRAL TELEVISION STATION (CCTV) AND TELEVISION CULTURAL CENTRE (TVCC) WILL BE AMONG THE FIRST OF 300 NEW TOWERS IN BEIJING'S NEW CENTRAL BUSINESS DISTRICT STRIVING TO BE A UNIQUE EXPRESSION OF VERTICALITY. CCTV WILL BE 230 METRES HIGH COVERING 400,000 SQUARE METRES OF FLOOR AREA COMPARED TO THE TVCC'S 115,000 SQ m².

Adding a new meaning to the phrase 'Double Dutch', Koolhaas explains how, rather than competing for vertical domination against the other 299 towers, this project proposes an iconic configuration of two high-rise buildings which, together, actively engage the city space. Within CCTV, the entire TV-making process is combined in a 'loop' of interconnected activities and will host the international broadcasting centre for the 2008 Olympics.

TVCC meanwhile accommodates a 1,500-seat theatre, digital cinemas, recording studios, exhibition facilities, conference rooms, a ballroom, restaurants, lounges and 5-star hotel with rooms occupying both sides of the tower and offering dramatic views across the multiple façades towards the entire Beijing city skyline.



FLYING HIGH BUT NOT AS WE KNOW IT...

IN THE HIGHLY COMPETITIVE AIRLINE INDUSTRY, YOU WON'T FIND THE OPERATORS STANDING STILL. SINCE THEIR AIM IS TO KEEP FASSENGERS SEATED FOR THE DURATION OF THE FLIGHT, THEY'RE GOING ALL OUT TO MAKE PASSENGER CABINS SO DARN COMFORTABLE, WE WON'T WANT TO GET OFF SIDE-ORIENTED SEATS ALLOW US TO SWING OUR HIPS AROUND, DOING AWAY WITH THAT FORWARD-ONLY POSITION WE'RE SO USED TO, SUPER-SOFT SOFA-LIKE ARMCHAIRS ARE DESIGNED TO MAKE YOU THINK YOU HAVEN'T EVEN LEFT HOME YET WITH LARGE TV MONITORS, REMOTE CONTROLS, HEADSETS, PADDED FOOTRESTS, OVERSIZED BUCKLE-DOWN BEDS - THE LOT - ALL CONVENIENTLY WITHIN ARM-STRETCHING REACH, PRIVATE, COCCOON-LIKE SECTIONS WITHIN A SECTION FOR FIRST/BUSINESS CLASS CUSTOMERS OFFER POLISHED WOOD-FINISHED WRITING DESKS WITH ALL THE OVERHEAD LIGHTING NEEDED FOR READING, AND MICROPHONES ALLOW ONE-TO-ONE CONVERSATIONS WITH A FLIGHT ATTENDANT WITHOUT AWAITING THEIR ARRIVAL AT YOUR SEAT. AND THEN THERE'S THE PERSONAL ON-BOARD MINI-BAR...

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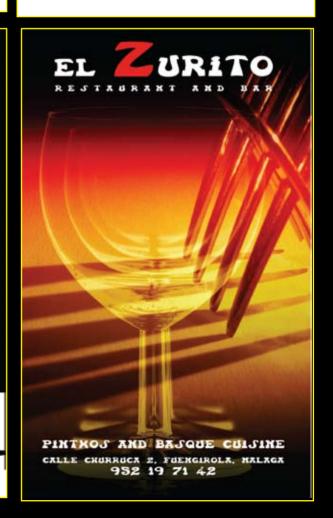
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PREVIEW OF NEXT MONTH'S ISSUE

AS YOU'D EXPECT FROM MODERN DESIGN MAGAZINE, WE'LL CONTINUE TO BRING YOU FASCINATING FEATURES, ARTICLES, PROFILES, INTERVIEWS, INNOVATIONS, NEWS AND EVENTS INCLUDING....

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- Rem Koolhaas and the OMA
 We take a longer look at Rem Koolhaas
 and the Office for Metropolitan Architecture.

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ART

High finance photographer

This is the most expensive photograph in the world: Taken by Andreas Gursky, it's one of two in the top 10 of most highly-priced photos ever. We tell you how much they're worth and – more importantly – why.



Going Solo

Terry Bradley's solo exhibitions in major cities including Málaga (September 07) have catapulted him into the mainstream of Irish Modern Art. We reveal his increasingly populist appeal.



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