



FOR IMMEDIATE RELEASE
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Major Retrospective of Zaha Hadid Design's Work Opens at the MSU Broad Art Museum

East Lansing, MI – The largest and most comprehensive exhibition of works by Zaha Hadid Design to date in North America will open at the Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum) on September 10, 2022. The exhibition, *Zaha Hadid Design: Untold*, coincides with the MSU Broad Art Museum's 10th anniversary, which was designed by the late Zaha Hadid (1950–2016).

"This exhibition will unravel the journey Zaha Hadid took with the Design Studio: the research projects, the design process, and her methodology," says Woody Yao, Co-Director of Zaha Hadid Design. "It not only showcases phenomenal works of art and design, but also introduces the impact of her legacy through current projects, collaborations, and our continual evolution—embracing new technologies while informing the work of future generations."

Exploring over 40 years of artistic excellence, the exhibition highlights the creative breadth of Zaha Hadid Design, along with Hadid's early paintings, the studio's collaborations with other world-renowned designers, prototypes for furniture and jewelry, and a new virtual reality experience. Encountering the work of Zaha Hadid Design within Hadid's architecture offers audiences an unparalleled opportunity to enter the mind of one of the most prolific and influential designers and architects of our time.

"As we continue to celebrate the 10th anniversary of the museum, we could not be more thrilled to shine a bright light on the incredible work and career of Zaha Hadid and the design studio she founded," comments Steven L. Bridges, Interim Director of the MSU Broad Art Museum. "It is an honor to bring the global reach of Hadid's work and vision to Michigan and the Midwest while

creating an important learning opportunity that has the capacity to further her influence on generations of creative thinkers to come.”

Over the past several years, the MSU Broad Art Museum has developed one of the largest collections of work by Zaha Hadid Design in an effort to become a cultural hub for the study and appreciation of the late polymath’s work. Curated in collaboration with her studio, the exhibition and its design further advance the values and principles Hadid instilled in her many projects. *Zaha Hadid Design: Untold* occupies over 10,000 square feet of gallery space; as such, it is one of the greatest tributes to the work of Zaha Hadid mounted to date.

Zaha Hadid Design: Untold (on view Sept. 10, 2022–Feb. 12, 2023) is organized by the MSU Broad Art Museum. Major support for the exhibition is provided by the Eli and Edythe Broad Foundation, Bonnie Larson, Alan and Rebecca Ross, and the MSU Federal Credit Union. The exhibition is curated by former Director Dr. Mónica Ramírez-Montagut and Woody Yao of Zaha Hadid Design. Additional curatorial assistance is provided by Maha Kutay and Margarita Valova of Zaha Hadid Design; Senior Curator and Director of Curatorial Affairs Steven L. Bridges; Assistant Curator Rachel Winter; Curatorial Assistant Dalina A. Perdomo Álvarez; Curatorial Research and Administrative Assistants Elijah Hamilton-Wray and Thaís Wenstrom. Special thanks to the Zaha Hadid Design team for their contribution: Filipa Gomes, Filippo Nasseti, Johanna Huang, Weilong Xie, Dana Blaker, Christopher Howell, Shemima Chinery, Davide Giordano (Alpheratz), and longtime collaborator Hélène Binet.

The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum) connects people with art through experiences that inspire curiosity and inquiry. Presenting exhibitions and programs that engage diverse communities around issues of local relevance and global significance, the MSU Broad Art Museum advances the university values of quality, inclusion, and connectivity. Opened on November 10, 2012, the museum was designed by Pritzker Prize-winning architect Zaha Hadid and named in honor of Eli and Edythe Broad, longtime supporters of the university who provided the lead gift for its creation.

Michigan State University has been working to advance the common good in uncommon ways for more than 150 years. One of the top research universities in the world, MSU focuses its vast resources on creating solutions to some of the world’s most pressing challenges, while providing life-changing opportunities to a diverse and inclusive academic community through more than 200 programs of study in 17 degree-granting colleges.

Images from left to right: **1** Zaha Hadid Design for ROVE Gallery, *Z-Car I*, 2005–6. Courtesy Zaha Hadid Design. Eli and Edythe Broad Art Museum, Michigan State University, partial gift of Kenny Schachter, and partial purchase, Eli and Edythe Broad Fund for the Acquisition of Modern and Contemporary Art, 2022.5 **2** Zaha Hadid Design, *Kuki.ONE*, 2016. Courtesy Zaha Hadid Design. Eli and Edythe Broad Art Museum, Michigan State University, purchase, Eli and Edythe Broad Fund for the Acquisition of Modern and Contemporary Art, 2022.2 **3** Zaha Hadid Design for Vitra, *Mesa*, 2007. Photograph by Barbara Sorg, courtesy Zaha Hadid Design. Eli

and Edythe Broad Art Museum, Michigan State University, purchase, Eli and Edythe Broad Fund for the Acquisition of Modern and Contemporary Art, 2022.8.

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MSU Broad Art Museum representatives are available for interview.

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