

July 2015: Press release

Urban Shade in Israel Exhibition Opened at Design Museum Holon

July 4 - October 31, 2015



Design Museum Holon, the Beracha Foundation and the Municipality of Holon present **Urban Shade in Israel**, an exhibition that incorporates design in urban spaces through a discussion on the roles shade and shading systems can play in a city and in social activity. 17 teams of international and Israeli architects and designers, representing 12 countries, submitted proposals that were evaluated by a renowned international jury.

The "Urban Shade in Israel" exhibition is the result of a unique three-year project that involved a year-long research into the topic of shading in public spaces. This was followed by an invited international competition to submit proposals for five study sites in the city of Holon. The exhibition presents an installation of the winning projects aimed at offering suitable solutions to the city's dwellers increased exposure to sun.

Whilst the project uses the city of Holon as a test case, the proposed solutions have international application, particularly with respect to regions where climatic conditions and growth in urban populations make the proposed design solutions especially applicable.

Placing shade and shading systems at the forefront of the municipal agenda and academic debate, the exhibition visually captures the impact and relationship design has on urban and living spaces.

The issue of the lack of shade in public spaces has long been neglected in the urban space. To address this particular issue and work towards the provision of shading in public spaces, the "Urban Shade in Israel" exhibition proposes a "call to action"



aimed at tackling this severe problem and find proactive solutions that acknowledge it.

From designers and planners to policymakers and politicians, this exhibition compels reflection on the economic, ecological and social outcomes that urban shading can unravel, helping to reduce energy consumption, global warming and boost economic activities. It calls for an action to recognize the influence of shade on the quality of urban lifestyle and introduce a discussion designed to move public conscience.

For more information, interview requests with the curators/designers, and high-resolution imagery of the exhibition and Design Museum Holon, please contact Jacob Peres Office:

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EDITORS' NOTES

Urban Shade in Israel will be on show at Design Museum Holon, Israel from July 04th until October 31st, 2015.

Design Museum Holon

Designed by world-renowned architect Ron Arad, Design Museum Holon was inaugurated in March 2010 and has quickly established itself. The Museum is part of an urban regeneration initiative, which aims to transform the City of Holon into a centre for design. Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion.

www.dmh.org.il

The Museum's Fifth Anniversary

As a young medium, design has been undergoing substantial expansion, diversification, and change throughout the past two decades. The twenty-two exhibitions mounted at the Museum, since its opening, have shown objects from the Museum Collection, as well as historical and contemporary objects, which have always been presented from at least two perspectives: that of the creators and that of the curators.

The Design Museum Holon Collection

The Design Museum Holon Collection is a young, evolving, and dynamic collection that extends over four main continuums:
Historical Design: Design works created in Israel from the 1930s to 2000
Contemporary Design: Design works created in Israel & internationally from 2000 onwards



Commissioned Works: Pieces specially commissioned for the Museum's exhibitions
Academic Projects: A selection of graduate works from Israeli design academies.

Participating Teams

1. Andres Jaque / Office for Political Innovation / Spain
2. Selva Gurdogan, Gregers Tang Thomson / Superpool / Turkey
3. Konstantinos Pantazis, Marianna Rentzou / Point Supreme in collaboration with Reineke Otten & Robert Ungar / Greece
4. Herman Verkerk / EventArchitectuur / The Netherlands
5. Claire Warnier, Dries Verbruggen / Unfold in collaboration with Publieke Ruimte, Sannah Belzer & Noa Haim / Belgium
6. Cyrille Berger, Laurent P. Berger / Berger&Berger / France
7. Rachely Rotem, Phu Hoang / MODU in collaboration with Geotectura (Arch. Dr. Joseph Cory). Consultants: Ho-Yan Chung, Avihay Shoval / USA
8. Mauricio Pezo, Sofia von Ellrichshausen / Pezo von Ellrichshausen / Chile
9. Doris Sung / DoSu Studio / USA
10. Ivan Morison, Heather Peak / Heather & Ivan Morison / United Kingdom
11. Matanya Sack, Uri Reicher / Sack and Reicher / Israel
12. Daniel Zarhy, Pedro Pena / Studio Pez / Israel, Switzerland
13. Natanel Elfassy, Avital Gourary / Studio AN+ in collaboration with Toshikatsu Kiuchi / Israel
14. Ori Ben Zvi / Studio Ubico / Israel
15. Adital Ela / S-sense design / Israel
16. Erez Ella / HQ Architects / Israel
17. Eldad Lev, Shahaf Zait / Zait-Lev Architects & Alon Razgour / Israel

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Design Museum Holon
متحف التصميم هولون

