PROJECT FOCUS: 28 Ottobre 2014: ISSUE 17

TITOLO: THE JOCKEY CLUB INNOVATION TOWER – HONG KONG

ARCHITECT: Zaha Hadid
SCOPE: 300 auditorium chairs
COMPLETION: May 2014

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01. THE PROJECT

The Jockey Club Innovation Tower is home to the Hong Kong Polytechnic University School of Design and is the new driving force in the development of Hong Kong as a design hub in Asia. The Tower is located at the northeastern tip of the university campus and designed by Pritzker-prize-winning architect Zaha Hadid.

It has 15,000 square metres of net floor area and can accommodate about 1,800 staff and students. It houses 10 classrooms, design studios and workshops, as well as exhibition spaces and a lecture hall of 300 seats: a state of art auditorium, displaying Hadid’s signature concentric forms.
02. THE DESIGN

“The fluid character of the Innovation Tower is generated through an intrinsic composition of its landscape, floor plates and louvers that dissolves the classic typology of the tower into an iconic seamless piece. These fluid internal and external courtyards create new public spaces of an intimate scale which complement the large open exhibition forums and outdoor recreational facilities to promote a diversity of civic spaces.” - Zaha Hadid, Architect, Innovation Tower.
The Tower houses the School of Design and support the development of its specialisms: Advertising Design, Communication Design, Environment and Interior Design, Product Design, as well as Digital and Interactive Media. It provides a congenial environment to support staff and students in their pursuit of excellence.
For Poltrona Frau Contract Division it is another extraordinary project signed by Zaha Hadid. The chair model is studied by Zaha Hadid design team and perfectly combines simplicity with modernity. It is the result of the most advanced technology combined with highly skilled workmanship, rigorous safety testing and expertise in auditorium and theatre acoustics. The mastery of craft achieved by the Poltrona Frau Contract team ensures that our products express the designer’s creativity down to the finest detail. The focus is always on providing a finely tailored product and service that includes all stages from the engineering to the prototype, installation and post-sales assistance.

Link to the video:
https://www.youtube.com/watch?v=BRa-Hcnj_vI

300 custom auditorium chairs

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