



Herman Miller Presents George Nelson: Architect, Writer, Designer, Teacher at Hong Kong Design Institute (HKDI)



A comprehensive retrospective of the work of George Nelson, one of the most influential figures in American design during the second half of the twentieth century, will open at Hong Kong Design Institute (HKDI) on March 14th 2014.

Developed by the Vitra Design Museum in Germany and brought to you by Herman Miller, *George Nelson: Architect, Writer, Designer, Teacher*, explores the visionary work of Nelson (1908-1986) who was not only a leading designer and notable architect, but also a prominent author, editor, lecturer, exhibition designer, and a passionate photographer.

Trained as an architect with a degree from Yale, Nelson was one of the defining figures of American design in the latter half of the twentieth century. As design director at Herman Miller from 1947 to 1972, Nelson had a major influence on the product line and public image of the company for over two decades. He also introduced the world to a new generation of American designers such as Charles and Ray Eames, Alexander Girard, and Isamu Noguchi, while producing a number of iconic furniture pieces – like the Coconut Chair and Marshmallow Sofa – as well as all the collateral and graphics for the

company. During his tenure at Herman Miller, Nelson was a prominent innovator in the development of the modern office environment including his L-shaped desk as the forerunner of the workstation (1947), Action Office (1964), and Nelson Workspaces (1977).

In his many essays on design, Nelson was one of the most prominent voices among his peers in reflecting on the working conditions, duties and objectives of his profession at a time when the field and its image were still in the formative years.

Nelson's conception of design as a system, his approach that went beyond mere styling and always took into consideration the greater nexus of interrelated interests and concerns as well as his achievements in the teaching of design give his work particular relevance and appeal in today's context.

George Nelson: Architect, Writer, Designer, Teacher presents some of Nelson's signature pieces such as the Marshmallow Sofa, colourful ball-clocks, the Bubble Lamps and Pretzel Chair, as well as examples of company brochures and writings he created. Visitors will get an insight into Nelson's world of design. The exhibition will be held at HKDI Gallery from 14 March 2014 to 2 June 2014.



George Nelson: Architect, Writer, Designer, Teacher is an exhibition of the Vitra Design Museum Germany, generously sponsored by Herman Miller Asia Pacific. The presentation in Hong Kong is organized by Hong Kong Design Institute of IVE (Lee Wai Lee)

George Nelson: Architect, Writer, Designer, Teacher
Venue: HKDI Gallery, HKDI & IVE (LWL)
3 King Ling Road, Tseung Kwan O, New Territories, Hong Kong
Date: 14 March – 2 June 2014 (Closed on Tuesdays)
Opening Hours: 10am – 8pm (Free Admission)
General Enquiry: Tel 3928 2566 or hkdi-gallery@vtc.edu.hk
Website: http://www.hkdi.edu.hk/hkdi_gallery/

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