

Dror

in

Hospitality Design

December 2015

Dror Benshetrit

hospitality design

creativity

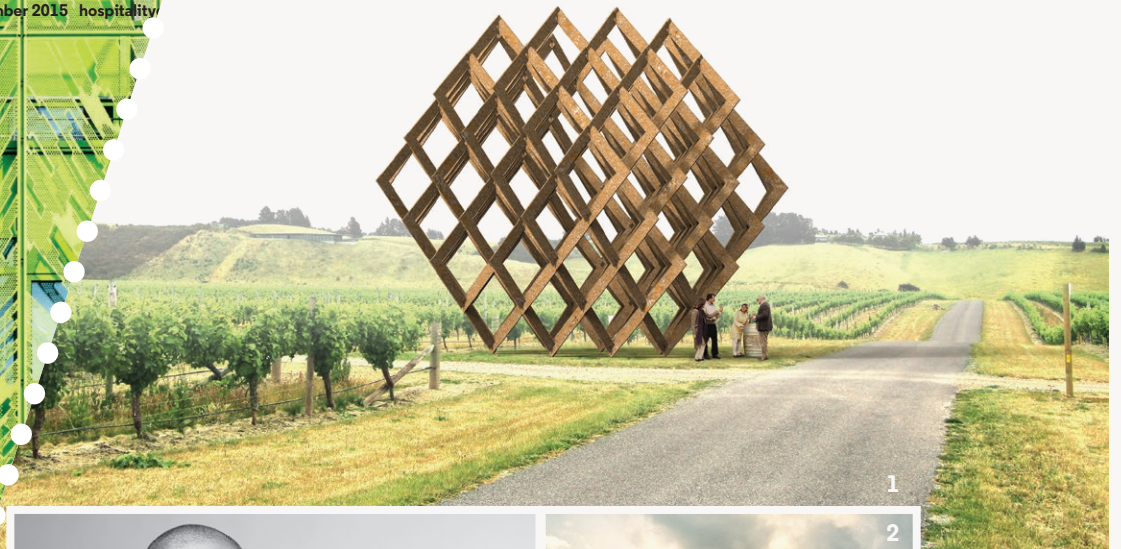
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edge of creativity

HDexpo
hospitality design event

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1. A rendering of "Under/standing," the Corten steel sculpture at New Zealand's Brancott Estate.
2. Dror Studio's concept for urban utopia HavvAda island in Turkey.
3. The amphitheater proposal for Seoul Share Square envisions an open platform for ideas to be shared publicly.
4. For the Guggenheim Helsinki design competition, Dror Studio created a gallery in the forest.

→ Dror Benshetrit

Founder, Studio Dror, New York

Dror Benshetrit's firm is disrupting conceptions about how architecture, design, and human emotions can interact. The futurist launched Studio Dror in 2001, and he and his team have subverted what design can be ever since. Here, he talks about his ideas-driven studio, building an island, and embracing ambitious thinkers.

How does your work upset the status quo?

The studio disrupts industries across disciplines with holistic ideas. Paired with our experimental spirit and uninhibited imagination, our ideas can trigger a radical transformation.

Tell us about HavvAda, your commissioned proposal for a manmade island in Istanbul.

We considered the fundamental problems that have plagued cities throughout the 20th and 21st centuries, as well as solutions posited to address them. We considered urban planning, energy efficiency, and advanced transportation systems, as well as more basic questions, including why people live in cities, the purpose of cities, and whether or not cities will exist in the future. The resulting masterplan is a futuristic urban utopia, where a strategic typography and built environment create a self-sufficient, ever-changing dual tension between organ and machine.