conditions for love?" world’s problems not be solved by creating anything more sustainable than love? Can the vation. He challenges us to consider: “Is there respect, commitment, protection, and preser long-lasting, unconditional love, comes not only attraction and curiosity, but appreciation, political will, corporate action and technologi cal innovation are all required, but at the core of this necessary effort lies the need for person al values and social systems to be redefined. “Deeply ingrained in the cycle of consumerism, I see no greater purpose—and need—for the designer to change people’s perspective. We are uniquely positioned to spark a wide spread paradigm shift in the way people live. It is our collective duty—the duty of the design community—to inspire responsible consumption and protect our one-and-only Earth.” —Dror

Creating without boundaries

Dror isn’t licensed to design a luxury island or an entire Turkish neighbourhood, but that hasn’t stopped him. For the last 15 years, he has been at the forefront of the transdisciplinary design movement, challenging conventional boundaries to build a far-reaching portfolio that includes branding, packaging, products, interiors, installations, architecture and master plans—each in partnership with experts.

“Many, many years ago, creative people used to do more than just one thing. Look at Leonardo da Vinci and Galileo,” he explains. “The 20th century education system fragmented the arts into a number of specialised professions. But now, with unprecedented access to knowledge and people, a polymathic approach to creating is more possible than ever. It is my belief that true innovation requires both the big-picture, imaginative thinking of polymaths and the focused expertise of specialists. Together, we exchange and evolve; we find ways to realize what was once considered the unthinkable. With ambition and collaboration, you can change the world.”