



# Dror

Transforming typologies  
for meaningful  
impact.

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## About

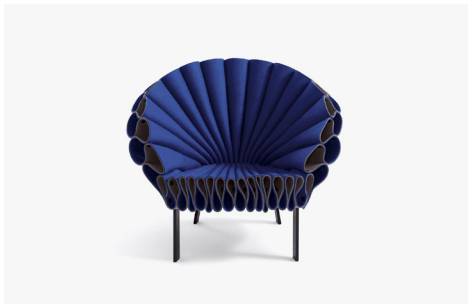
Dror Benschtrif is an artist, designer and inventor based in New York. He creates unexpected ideas and designs humanistic products, environments and architecture. Long involved in improving people's well-being, his current mission is to protect our planet.

### Partners include:

Alessi, Bentley, Cappellini, DuPont, Gensler, Levi's, Louis Vuitton, Pernod Ricard, Puma, Rosenthal, Swarovski, Target, Tumi, The Walt Disney Company, WeWork

### Select Recognition:

- Named to the Wallpaper\* "Power 200" list
- Named one of Fast Company's "Top 10 Most Innovative Companies in Design"
- Good Design Award (2008, 2010)



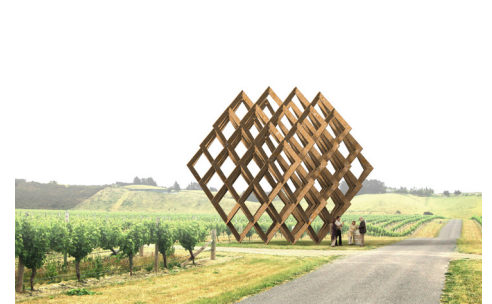
### Peacock Chair for Cappellini

Acquired by New York's Metropolitan Museum of Art for its undeniable beauty and unconventional construction. 3 rings of felt are folded and clipped into place on a simple metal frame. No traditional upholstery techniques, like sewing or glue, are used.



### Nurai for Zaya

Dror's design for this private island off the coast of Abu Dhabi offers peace and solitude by way of a giant green architectural carpet. Demand was so high, the villas sold out within 72 hours. This success solidified our approach to architecture: the built world needs to incorporate nature, not replace it.



### Under/standing for Brancott Estate

With its load-bearing ability, ease of manufacturing and collapsibility, Dror's patented QuaDror geometry (seen here) has widespread applications: furniture, sculpture, highway barriers, deployable structures, relief housing, high-rise exoskeletons and more.

## Current Talks



### Love is the most sustainable way to solve problems

Unbound by speciality, Dror's expertise lies not within a specific discipline, but in solving problems across disciplines. How, one might wonder, does a person achieve meaningful solutions across such different and varying typologies? Across tabletop objects, furniture, lighting, cabinetry, luggage, retail environments, residential buildings, workspaces, cultural institutions, places of worship, parks and transportation hubs?

In this powerful presentation, Dror reveals his secret; the key to his practice that, after years of introspection, has just recently become clear to him. Love is the most sustainable result. Love is the highest level of achievement. For with long-lasting, unconditional love, comes not only attraction and curiosity, but appreciation, respect, commitment, protection, and preservation. He challenges us to consider: "Is there anything more sustainable than love? Can the world's problems not be solved by creating conditions for love?"



### A designer's responsibility in today's world

As the United Nations so clearly states, there is no country in the world that is not experiencing first-hand the drastic effects of climate change. Our natural resources are being depleted, and global warming is causing long-lasting changes to our climate system, which threatens irreversible consequences if we do not take action now.

Political will, corporate action and technological innovation are all required, but at the core of this necessary effort lies the need for personal values and social systems to be redefined.

"Deeply ingrained in the cycle of consumerism, I see no greater purpose—and need—than for the designer to change people's perspective. We are uniquely positioned to spark a widespread 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."