

PRESS RELEASE

September 2016

Rona Meyuchas-Koblenz leads a discussion on design in the Middle East
at 100% Design (Saturday 24 September 2016, 11am)



Above left: Rona Meyuchas-Koblenz, Hagit Pincovici, Annabel Karim Kassar, Suzanne Trocmé

As part of this year's 100% Design talks programme during the London Design Festival, **Rona Meyuchas-Koblenz**, founder and creative director of **Kukka**, will present a panel discussion that examines the experience of designing in or from the Middle East – titled 'Designers in the Middle' – on **Saturday 24 September 2016 (11am)**.

Chaired by **Suzanne Trocmé**, Editor at Large for Wallpaper*, Rona will be joined by an expert panel, including Israeli designer **Hagit Pincovici** and Lebanese architect **Annabel Karim Kassar**, to explore how the region's craft, heritage, daily life and political and industrial reality affect the work and lives of its designers.

'Designers in the Middle' forms part of the 100% Design talks programme that has been curated by the **Design Museum** as part of its 'on loan' campaign, which aims to bring the museum out into the world and the design community. The talks programme will be hosted in the auditorium at 100% Design.

Rona Meyuchas Koblenz established Kukka in 2010, to create products that are designed and made from sustainable materials and cultural behaviours.

For more information about the 100% Design talks programme, or to book your ticket to the event, visit <http://www.100percentdesign.co.uk/whats-on/talks-with-100-design>.

For more information or to view Kukka's full product portfolio, please visit www.kukka.co.uk. For more details about Kukka, visit www.kukkastudio.co.uk or contact David Ryan david@kukka.co.uk.

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Notes to Editors

About Kukka

Established in 2010, kukka™ is a British design house founded by designer Rona Meyuchas-Koblentz. The products are made from sustainable materials and cultural behaviors; these are taken into account during the design process; Kukka admire craftsmanship, aesthetics, and functionality.

All this is reflected throughout the production, technology methods, minimising of materials and components used for both products and packaging.

The products are designed and made from actual day-to-day living experiences; as we observe, listen, feel as well as innovate, any Kukka™ product with confidence.

About Rona Meyuchas-Koblentz

Born in Tel-aviv, internationally acclaimed and designer, graduated in 1999 with a Master degree from the Scuola politecnica di design in Milan. Rona has started her career where she worked in different design consultancies in Milan and then moved to London where she worked in Isometrix lighting and design.

Rona's professional experience in design and manufacturing motivated her to create products under her own label, Kukka Studio. The first collection was released in Milan during Salone del Mobile 2007 at Spazio Romeo Gigli, the following year she was approached by the British embassy in Milan to exhibit selected products at The Galleria d'Arte moderna in Milan, an exhibition curated by Sir Paul Smith and Moroso.

Few years later kukka brand was founded under Rona's direction and as head of design; their products are sold worldwide through over 50 retailers among them Conran, Paul Smith, La Rinascente, Selfridges, De Padova

The minimalist approach and "honest" design is recognized with Rona's style. Rona's latest bespoke project, 'Project 34' in conjunction with Caesarstone which was unveiled, to great critical acclaim, at Tent London during LDF and then "Spectra" in 2016 with Frame magazine during Milan Salone del Mobile. The studio, underpinned by creative stimulation, specializes in experimenting with materials, manufacturing methods and technology.

Rona is also a visiting lecturer and in summer 2016 Alexander Von Vegesack, founder and curator of Vitra museum, invited Rona to tutor a week long workshop at Boisbuchet.

About Hagit Pincovici

Hagit Pincovici, born in Tel Aviv in 1978, belongs to the third generation of an Israeli family who dedicated since the sixties to the craft testing of materials, particularly of plexiglass. The family tradition of Hagit Pincovici evolves into a personal interpretation of design during her training in Israel at the Bezalel Academy of Art and Design in Jerusalem and in her first years of work in Tel Aviv after her graduation.

The following specialisation at the Domus Academy in Milan encounters her with the world of Italian artisan quality and she develops a personal research based on association between different materials and technology. Her work immediately draws attention of institutions like the Milan Triennale which invited her to participate in a group exhibition during Salone del Mobile 2009. From April until 12 September 2016 her piece "Galena" was being staged at the exhibition "Sempering" for the "XXI Triennial of Milan". Hagit Pincovici's collections are to be showcased at "The Future Perfect" together with "Dimore Gallery" on 14th of September 2016.

hagit-p.com

About Annabel Karim Kassar

French-born architect Annabel Karim Kassar has developed an international expertise in Architecture and Interior Design since founding her architectural practice in Paris in 1994. She now has offices in Beirut, Dubai and London.

Annabel Karim Kassar has been credited with breathing new life into the Middle East's most creative capital, Beirut. In the mid 90's, she was declared winner in a competition for the reconstruction of the city's souks. She is also responsible for creating some of Beirut's hottest venues, Momo at the Souks with Mourad Mazouz, Strange Fruit and Balima.

She is currently working on completing major architectural projects in Lebanon and UAE among which Al Zorah pavilion, a landmark overlooking the mangrove of Ajman and winner of the German Design Council 2014 Architecture Iconic Awards, and a Golf club in Ajman.

The ongoing interior projects range from hospitality to residential with : Almaz by Momo, restaurant in JBR, UAE and different interiors in Paris and London.

Alongside her architectural practice, Annabel Karim Kassar has created Cai-light, a company dedicated to Lighting Design.

annabelkassar.com