

HOOK

BY KARIM RASHID

AWARD RECIPIENT

C77DA

The Best of Design 2014

“This stylish and highly functional modular desk takes into consideration all of the needs of your office life but adds a sense of openness to let you break away from cubical office environments”



“Don't chase fame ,
Chase originality,
chase innovation,
chase beauty”.

fantini

ONLY THOSE WHO DARE MAY FLY

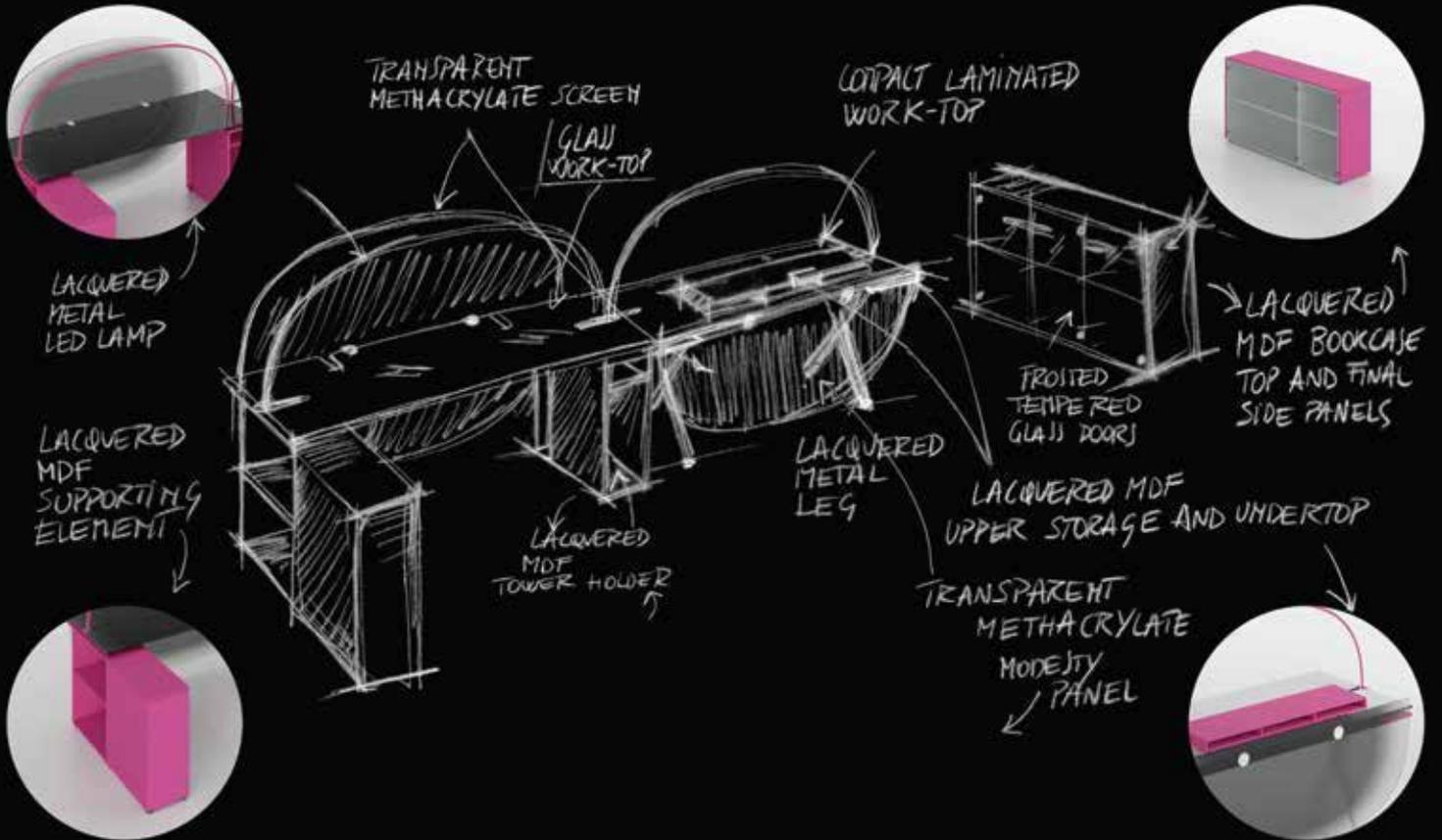
[LUIS SEPÚLVEDA]

KARIM RASHID

Designer



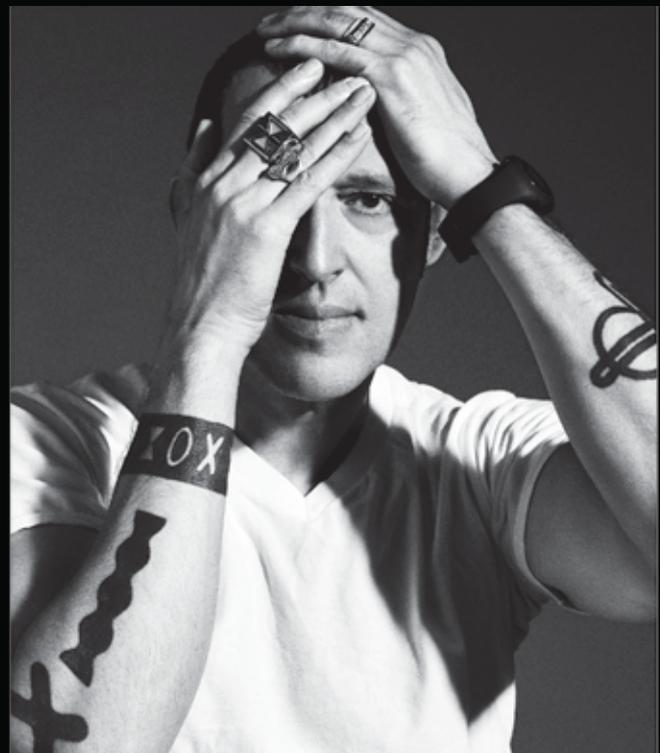
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Karim Rashid - Konductor

Karim Rashid is one of the most prolific designers of his generation. Over 3000 designs in production, over 300 awards and working in over 35 countries attest Karim as a legend of design. Karim's diversity affords him the ability to cross-pollinate ideas, materials, behaviors, aesthetics from one typology to the next, crossing boundaries and broadening consumer horizons. Karim has collaborated with clients to create democratic design and democratic objects, furniture, brand identity, high tech products, luxury goods. Karim's work is featured in 20 permanent collections and he exhibits art in galleries worldwide. Karim is a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, I.D. Magazine Annual Design Review, IDSA Industrial Design Excellence Award. He holds honorary doctorates from the Ontario college of Art & Design to the Corcoran College of Art & Design. Karim's largest retrospective has taken place in 2011 at the Triennale, in Milan, Italy. Karim is a frequent guest lecturer at universities and conferences globally disseminating the importance of design in everyday life. Karim has been featured in magazines including Time, Financial Times, NY Times, Esquire, GQ and countless more. Karim's latest monograph, Sketch, features 300 hand and digital drawings selected from the last 25 years. Other books include Karim Space, featuring 36 of Karim's interior architecture designs; Design Your Self, Karim's guide to living; Digipop, a digital exploration of computer graphics; Compact Design Portfolio; as well as two monographs, titled Evolution and I Want to Change the World. In his spare time Karim's pluralism flirts with art, fashion, and music and is determined to creatively touch every aspect of our physical and virtual landscape.

"Simple, forward yet hyper functional, I want to hook you into being so so productive, to accomplish great things, to be creative always, to manifest, to work well, to love working".



Globalove