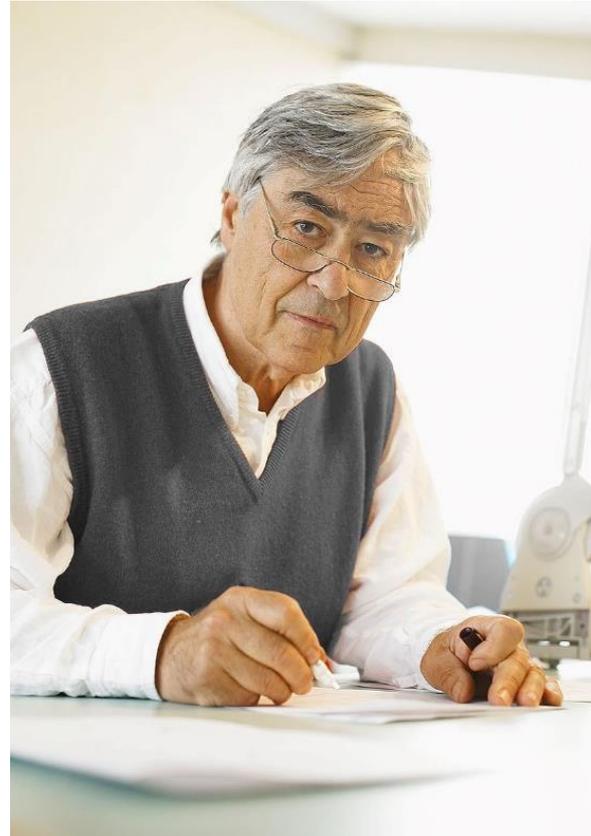
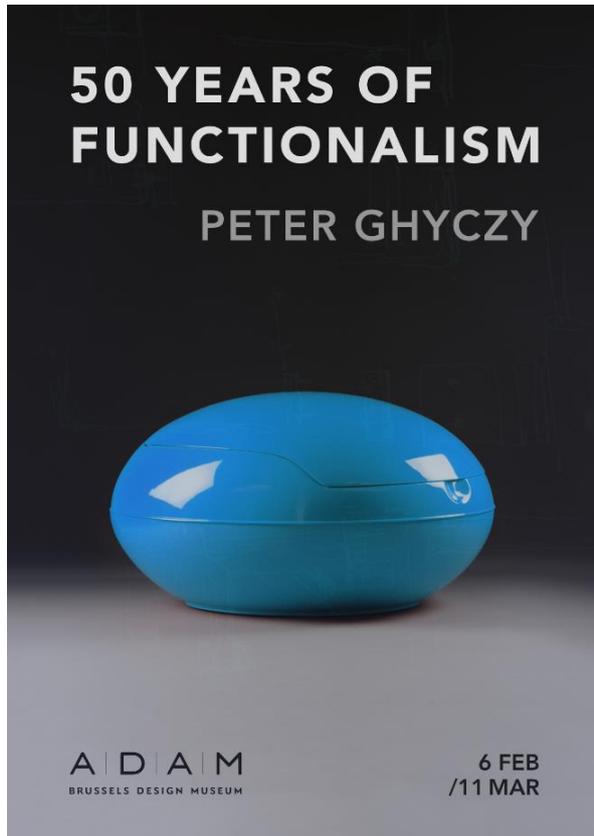


## 'PETER GHYCZY: 50 YEARS OF FUNCTIONALISM' EXHIBITION OPENS AT ADAM-BRUSSELS DESIGN MUSEUM

The world-first solo exhibition on legendary designer Peter Ghyczy, 'Peter Ghyczy: 50 Years of Functionalism', opens at ADAM – Brussels Design Museum from 6 February – 11 March 2018. The exhibition is accompanied by a new book exploring the design principles and philosophy that runs through Peter Ghyczy's impressive scope of work.



*ADAM-Brussels Design Museum will host the first solo exhibition on legendary designer Peter Ghyczy*

'Peter Ghyczy: 50 Years of Functionalism' presents a captivating retrospective on Peter Ghyczy's iconic furniture and industrial objects that form an integral part of the design history of the second half of the 20th century. Central to the exhibition is the Garden Egg Chair, designed by Peter Ghyczy in 1968. At that time, this design icon was designed as a study to explore a new material, polyurethane, which came to dominate the trends in design and furniture making in the 1970s. Peter Ghyczy's personal motivation was to make a comfortable outdoor chair that would always feature a dry seat come rain or shine. Since then the Garden Egg Chair has become an icon of space design featured in permanent collections of renowned museums worldwide, including the V&A Museum (UK), The Wende Museum and the Design Museum Holon. Alongside the Garden Egg Chair, Peter Ghyczy designed many more iconic furniture objects that are part of the design history of the second half of the 20th century, including his patented clamping technique for glass and metal.

Coinciding with the 50<sup>th</sup> anniversary of the Garden Egg chair, the ADAM-Brussels Design Museum proudly presents the first solo exhibition on Peter Ghyczy to map his design innovations, spanning five decades, giving behind-the-scenes insights into the life and oeuvre of this prolific designer. Curated

by Kunty Moureau, the exhibition will feature curated wall displays, a video installation and a full-scale recreation of Peter Ghyczy's atelier.

**Exhibition Director, Arnaud Bozzini comments:** *"Opened in 2015, the ADAM-Brussels Design Museum pays homage to plastic – that cheerful, unpretentious marvel of popular design. The permanent Plasticarium collection showcases more than 500 artworks and design pieces that shows the impact of plastics on design creativity from the late fifties to the present day. In this era of mass culture, leisure-oriented society and prosperity, the Garden Egg chair has found its spot and the museum is pleased to present an exhibition in its honour."*

**Exhibition Curator Kunty Moureau comments:** *"As a design curator, my main objective with this exhibition is to shed light on Peter Ghyczy's diverse work over five decades and the significant role that he has played in the late 21st century international design history. This exhibition will highlight Peter Ghyczy's 50 years of continuous design research in the quest for absolute simplicity in use of material and elegance of shape."*

**Designer Peter Ghyczy comments:** *"My designs take their orientation from their function. They're based on technical solutions that I apply in a new way. Again and again, technology plays the central role in determining their form – that is, it's the force of reason that pervades the design which I hope that visitors to the exhibition will get to enjoy."*

On Tuesday 13<sup>th</sup> of February the ADAM will host a design talk titled 'In Conversation with Peter Ghyczy', moderated by Alok Nandi. Open to the public, this design talk aims to give a personal insight into Peter Ghyczy's reflections of his work and reactions to the exhibition on show.

Finally, coinciding with the exhibition is the launch of a new book on Peter Ghyczy, 'Peter Ghyczy – Designing' authored by Alok b. Nandi and published by La Chartre, Brussels. This book is published in February 2018, in parallel to the exhibition on Peter Ghyczy at ADAM-Brussels Design Museum.

**Author, Alok b. Nandi, comments:** *"The book allows the reader to get a sense of the creative process of Peter Ghyczy, a designer for whom the materiality of stuff matters. Charles Eames used to say "the details are not the details, they make the product". This statement perfectly captures Ghyczy's design philosophy. His works began in the architectural scapes to continue into design, from plastic to glass and metal. His sense of detailed and iterative design resulted in some iconic furniture, ranging from the famous Garden Egg chair to contemporary series providing an elegant ethos of sustainable interior space."*

#### **PRESS PREVIEW**

Tuesday 6th February 2018

16:30 – 18:00

RSVP: Dominique Gringoire, [dg@dg-designagency.com](mailto:dg@dg-designagency.com)

#### **DESIGN TALK: IN CONVERSATION WITH PETER GHYCZY**

Moderated by Alok Nandi

Tuesday 13<sup>th</sup> February 2018

14:00 – 16:00

RSVP: Dominique Gringoire, [dg@dg-designagency.com](mailto:dg@dg-designagency.com)

#### **EXHIBITION DATES**

7 February – 11 March 2018

Open daily from 10am – 6pm

ADAM-Brussels Design Museum  
Place de Belgique, Belgiëplan  
1020 Brussels, Belgium

#### **BOOK DETAILS**

Title: Peter Ghyczy - Designing  
Publisher: la Chartre, Brussels  
Author: Alok b. Nandi  
Dimensions: 22 cm x 22 cm closed

#### **PRESS ENQUIRIES**

For further information, press enquiries and imagery please contact:  
Anne Valibhoy / Anne.Valibhoy@camronpr.com

[Ends]

## **NOTES TO EDITORS**

#### **ABOUT PETER GHYCZY**

Peter Ghyczy (b. 1940, Budapest) is a prolific designer who has had a major impact on German and international design. After the Hungarian revolution of 1956, Peter Ghyczy left his native country and settled in West-Germany. He initially visited sculpture class at the art academy of Düsseldorf but soon decided to study architecture at the university in Aachen, specializing in construction engineering. With a degree in architecture, Peter Ghyczy started his working career as chief designer of plastics producer Reuter in Lemförde, West Germany. He was responsible for setting up the design department, developing model polyurethane products. One of his very first designs there was the so called 'Garden Egg' chair in 1968. This extraordinary chair gained cult status and featured in many design exhibitions around the world. Between 1968 and 1972 Peter Ghyczy developed many innovative designs, which identified him as one of the most productive designers of these years.

Today, Peter Ghyczy is the Founder and Head Designer of his own design brand GHYCZY (f. 1971) that makes bespoke furniture, lighting and design objects. Over four decades, the GHYCZY catalogue of work has grown organically from Peter Ghyczy's strong ethos of slow design and his trademarked casting and clamping techniques of solid material; innovations that have not only paved the way for new modernist design expressions but also allowed for minimum use of material. Inspired from Peter Ghyczy's travels and migration through central Europe, the distinct GHYCZY aesthetic combines Bauhaus minimalism with exotic Art Deco patterns and intricate details from Egyptian antiquity. From the classic T09 table launched in 1971, the timeless collection now encompasses table series, seating, shelving, cabinets and lighting. Standing the test of time, the treasured GHYCZY product can be found at international museums, Christie's auctions or sitting in some of the world's leading hotels from Ace Hotel Downtown LA to the Ritz Carlton, Geneva.

[www.ghyczy.com](http://www.ghyczy.com)  
[Instagram.com/Ghyczy](https://www.instagram.com/Ghyczy)

#### **ABOUT ADAM**

GHYCZY

A | D | A | M  
BRUSSELS DESIGN MUSEUM

The ADAM-Brussels Design Museum is dedicated to supporting art and design from the 20<sup>th</sup> century till present with a special emphasis on plastic objects.

Opened to the public in 2015, its permanent exhibition, the 'Plasticarium, brings together more than 2,000 plastic objects from private collector Philippe Decelle, ranging from everyday consumer products and pop art to iconic industrial designs, from the golden age of plastic in the early 1960s till present. To complete the vast design landscape of plastic over the decades, Decelle's collection has been enriched by items on loan from galleries and public institutions such as Centre National des Arts Plastiques and Centre d'Innovation et de Design.

The ADAM also houses temporary exhibitions in its gallery spaces paying homage not only to plastic but other materials, creative processes and eras of design. Temporary exhibitions include 'Kartell. A Tribute to Componibili' (2017-18), 'Panorama – A History of Modern Design in Belgium' (2017-18), 'The Paper Revolution – Soviet Graphic Design and Constructivism' (2017), 'The Bauhaus - #ItsAllDesign' (2017) and 'Eames & Hollywood' (2016).

A stone's throw from Brussel's iconic landmark The Atomium, the ADAM is located in the Trade Mart building – a finely crafted structure, created by American architect John Portman. This curious, enormous construction does not have a forceful presence but in its typology and composition it forms a highly unique example of "international style" architecture, a corporate version of brutalism.

The architectural design of the ADAM was conceived and carried out by Lhoas & Lhoas Architectes in partnership with museographer Thierry Belenger (specialist in 20th century design) and Alexandra Midal (design theoretician and historian).

Leading visitors to the museum is a main entrance staircase designed by Jean Nouvel and MDW Architecture – a colourful and playful structure in line with the cheeriness exuded by the collection the museum presents to the public

[www.adamuseum.be](http://www.adamuseum.be)

[Instagram.com/adam.brussels](https://www.instagram.com/adam.brussels)

#### **ABOUT KUNTY MOUREAU**

Kunty Moureau (b. 1967 Bombay) is an Art & Design curator, currently based in Brussels, Belgium. Born in Bombay, Kunty grew up in Belgium, where she obtained her MA in Contemporary Art. Over the last ten years, Kunty has worked tirelessly to promote various aspects of the cultural scene in Belgium, spanning from design and architecture to fashion and food. The versatility of the former gallerist and researcher at the Museum of Contemporary Art in Brussels first led to a career in journalism, publishing works for Villas and Belgian Boutique magazines. Today, Kunty splits her time between the Federation Wallonia Brussels where she advises on art, design and fashion, and her curatorial work, including the Belgium design fair 'Uptown Design'.

#### **ABOUT ALOK NANDI**

Alok Nandi (b. 1964, Congo) is a designer, author and speaker. A wide range of works exploring different media, with related mise-en-scene, allowed him to design and direct installations and websites (urbicande.be Obscure Cities, Mobius, Tardi, Corto Maltese) and to work on exhibition design (Cannes Film Fest, Paris, Jules Verne), on films and books (Japan Foundation fellow, Mongolia) and in publishing (Casterman Tintin, Flammarion, Glénat, la Charte). Accolades and awards in France and Europe.

Background studies combine both engineering, management and film studies, pushing him to explore the tension between storytelling and technologies, the tension between text and context, between word and image.