

The Social Art of Zaha Hadid,
Architecture's Most Engaging Presence

Read the article:

- Famous architect, just passed away
- Begins with problematic tweet about her gender versus her achievements
- About her background, her cutting edge design, her struggles, her achievements.
- She spent most of her career to be seen as architect first

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The architect, whose designs sought to engage with the public around them, broadened what was possible with the form.

By Paul Goldberger

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In most of the world, she achieved her wish. By dint of hard work, extraordinary talent, gritty determination, and an unforgettable persona, she made herself one of the best-known figures in architecture—one of the few that had currency outside of the architecture world as well as within it. She was, in every sense of the word, a presence. Large and regal in her bearing, dressed in flowing capes of her own design, she did not so much occupy space as command it. She seemed to fly nonstop around the world, first to build her name by lecturing in architecture schools and museums, and later, as her practice grew, to visit her job sites, scattered across Europe, Asia, the Mideast, and the United States. She gave the world such unforgettable shapes as the swooping London Aquatics Centre; the Guangzhou Opera House, in China; the BMW Central Building, in Leipzig, Germany; and the Heydar Aliyev Center, in Azerbaijan, a building of concrete that dances like folded paper. By the time of her death, her firm had a staff of more than 400, several times the size of most other architecture offices committed to serious, cutting-edge design.

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Find potential images to
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- Show architecture for opening spread
- Straight shot, stable composition, one point of focus with horizontal flow lines which would lead the eye to the text in the article

(a.k.a. Architectural Digest)

- Push: Architect first

1



Find potential images to set the tone:

- Show architecture for opening spread
- Artistic shot, dynamic composition, multiple directions/flow lines which would dramatically lead the eye to the text in the article
(a.k.a. Evolo)
- Push: Her cutting edge design and her achievements.

2



Find potential images to set the tone:

- Show the architect
- Dramatic, beautiful power shot, shot slightly from below, strong and columnar like rising architecture, high fashion meets high art/architecture
(a.k.a. V Magazine + Vogue combined with Domus)
- Push: Confident trailblazer, famous architect, acknowledge gender vs achievements issues, her background, her struggles, her achievements.

3



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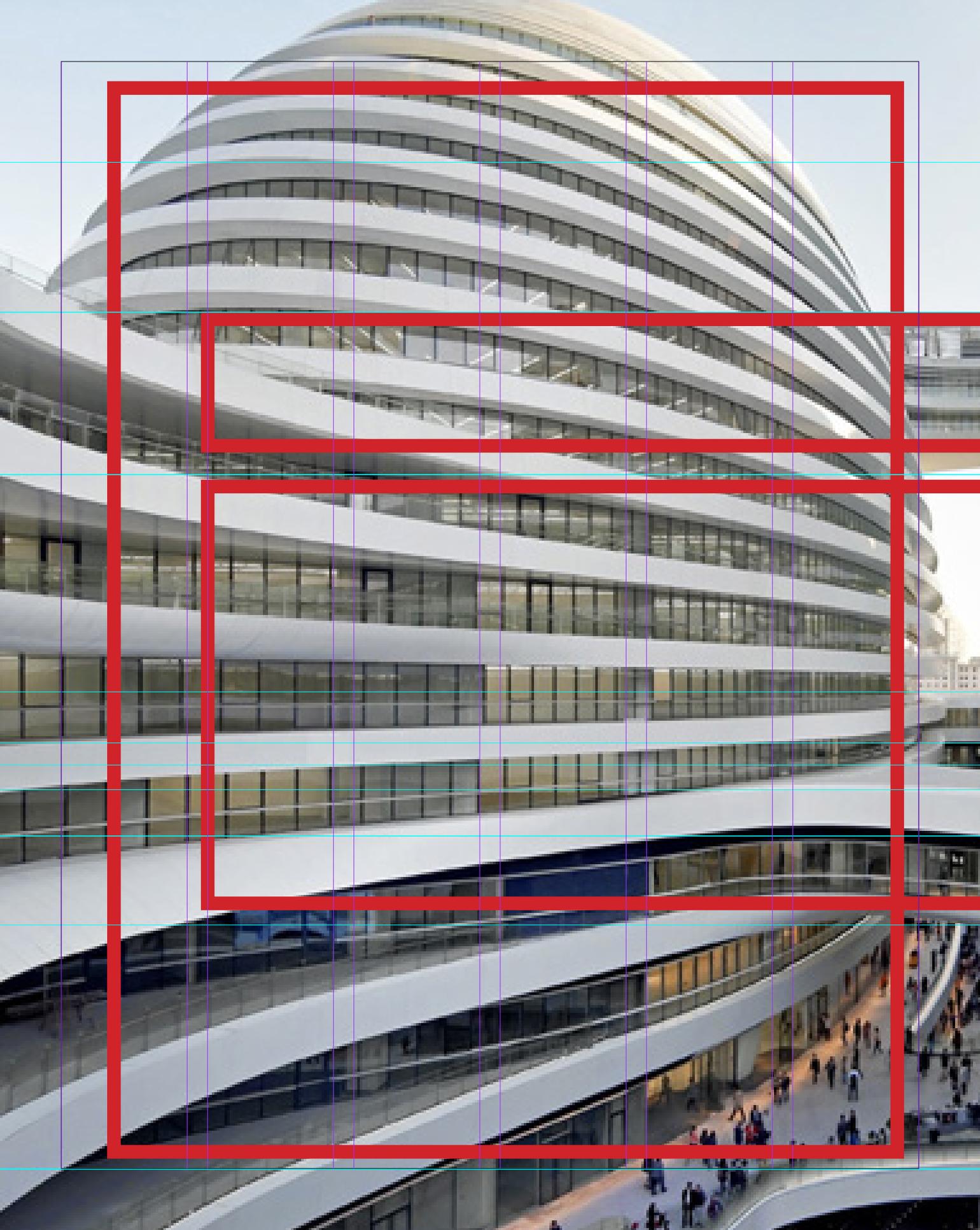
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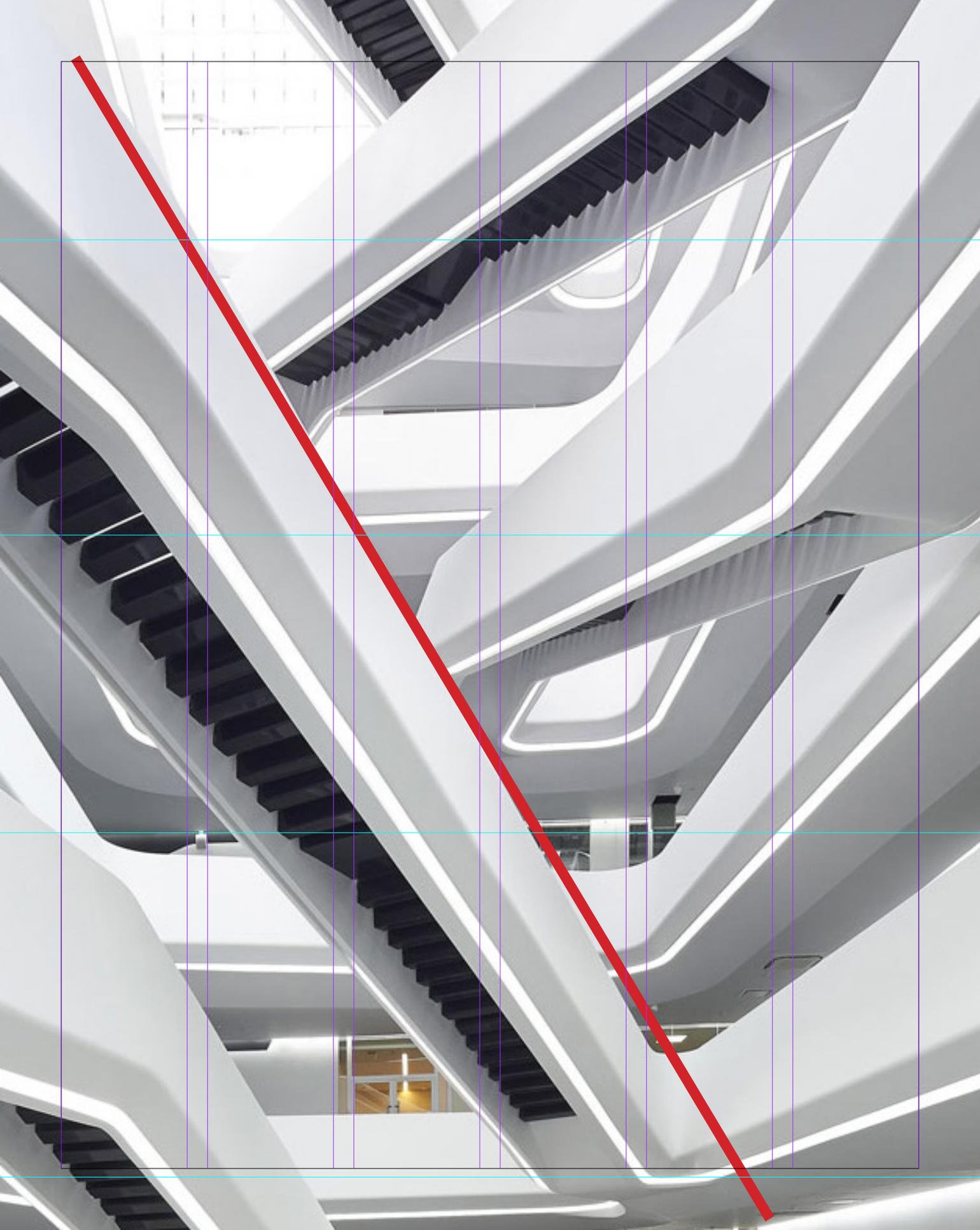
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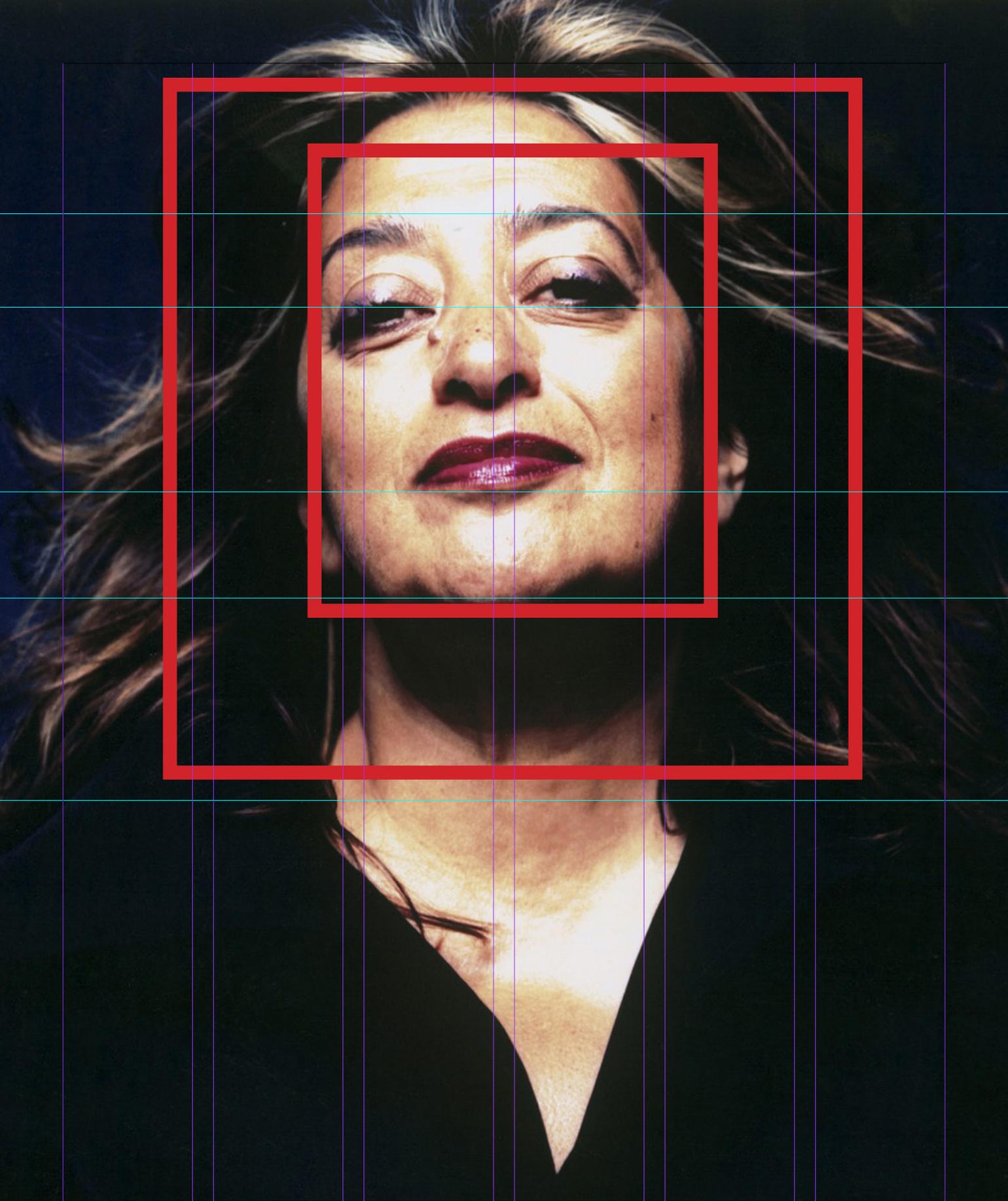
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