

form

follows r

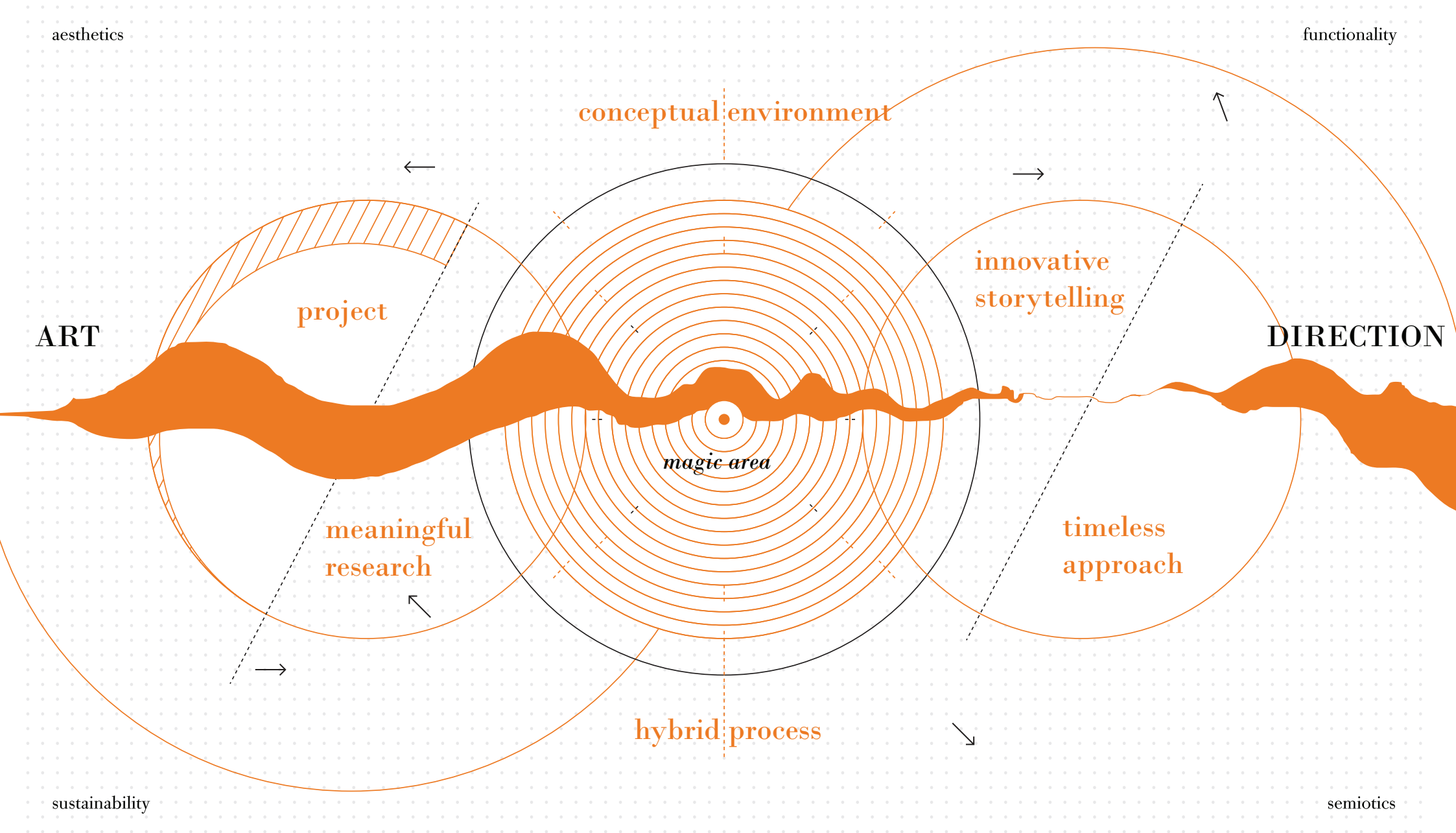
s meaning

CTRLZAK



CTRLZAK [kən'trəul/zæk]; *sm.* art, design, creative studio; a hybrid studio that integrates diverse disciplines and cultures. The origin of the word ~ derives from the initials of its founders and the computer key combination CTRL+Z, used in standard alphanumeric keyboards to take you a step back. Founded by artists and designers Katia Meneghini and Thanos Zakopoulos, the duo's creations are inspired by their experiences around the globe, their own rich cultural backgrounds and the natural world that surrounds us. ~ creates artworks, objects and spaces but above all points of reflection where form follows meaning. ~'s projects and extensive research into tradition and cultural context create a new hybrid future by learning continuously from the past. Each project is a story waiting to be told, with a multitude of forms and endings. Each one experiments with diverse methods of narration where symbolism and irony go beyond aesthetics and functionality in order to make people contemplate their actions and the world that we live in.

“We place emphasis to context through research and interdisciplinary collaborations in order to create artworks, objects and spaces but above all points of reflection where form follows meaning”



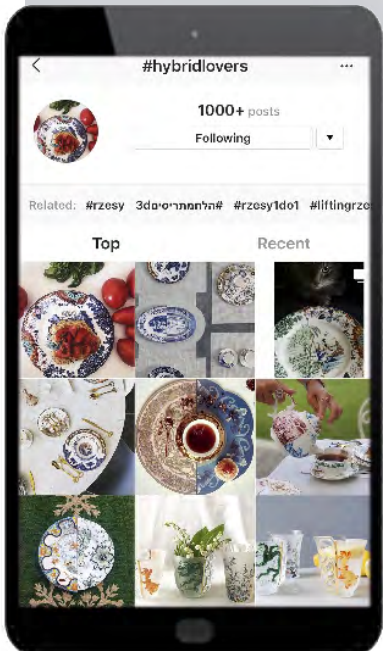
one World, one Future

The project represents a possible future able to surpass normal cultural borders and expressions.

HYBrid

瓷
CIRCULAR
东方
MIX

历史
EAST
西方
UNION
碰撞
WEST
搭
HISTORY
混搭



#hybridlovers



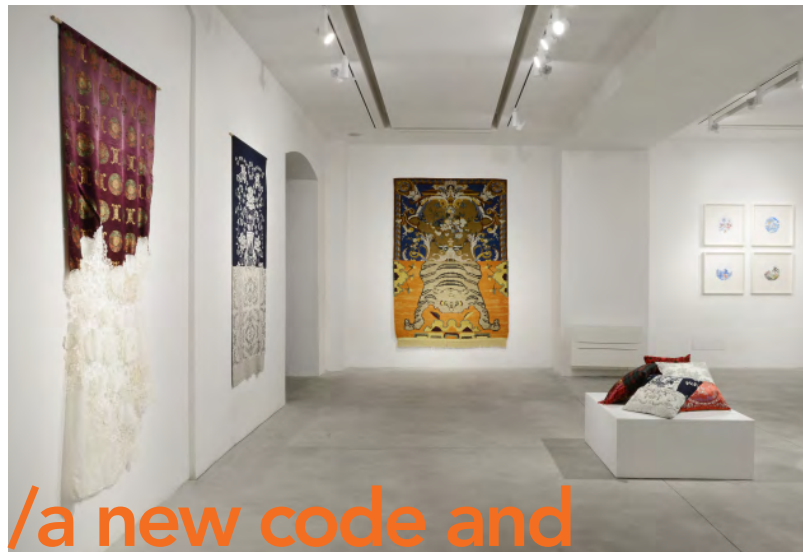
“In order to achieve a conscious Hybrid Future, humans must look beyond their superficial differences and learn instead from their common past”

PER LUI: MAGLIA: GAZZARRINI, PER
LEI: GIACCA, MAGLIA E PANTALO-
NI: TUTTO MANGANO; SCARPE CE-
SARE PACIOTTI; OROLOGIO OMEGA
DE VILLE PRESTIGE, PIASTRE BY CTRIL-
ZAR, SELETTI DESIGN, IN APERTO:
RA, CANNICIA AGLINI, T-SHIRT ANTONY
MORATO; OROLOGIO FWC PORTOFI-
NO AUTOMATIC, OPENE DALLA MO-
STRA "SPECIAL PURPOSE SOLUTIONS"
GALLERIA ROJODARTSPACE MILANO
FASHION EDITOR: SARAH CRUTTINI

/meticulous
& meaningful
research

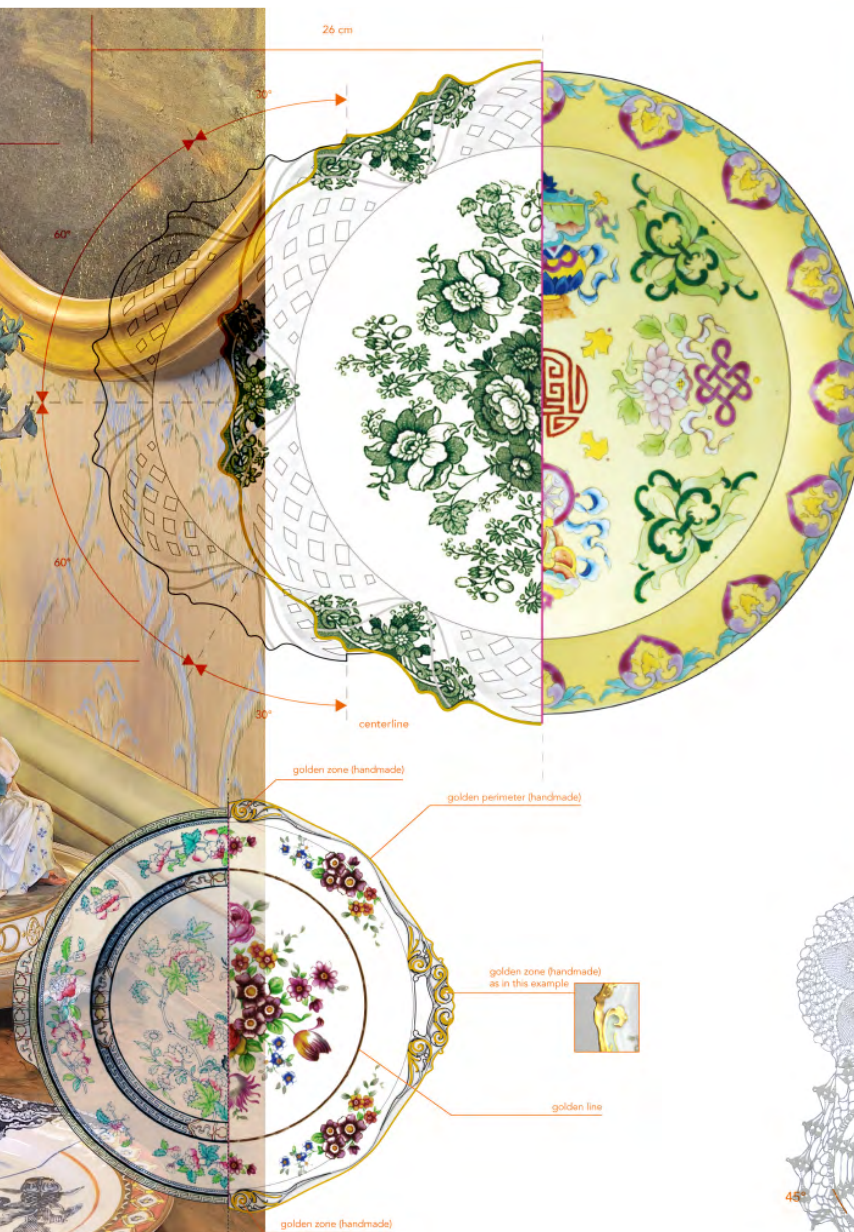
/hybrid philosophy

/innovative
storytelling



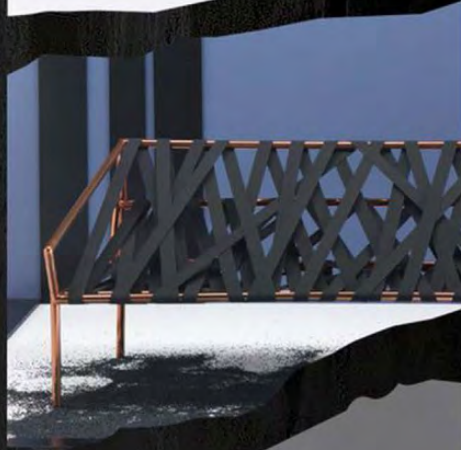
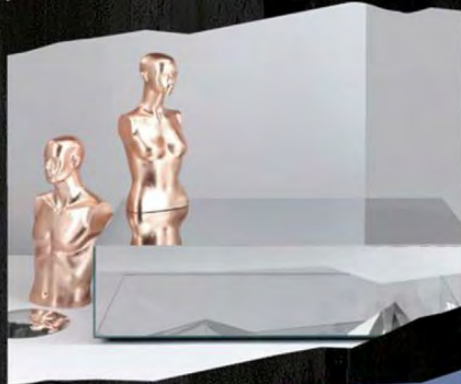
/a new code and
visual language





JCP Universe

Transform Normality



JCP is an eclectic brand that aims to change the design status quo in a revolutionary way. A fusion between art and design, the brand's creations blend classic and contemporary style in a surprising new idiom that defies the norms.

The unique objects featured go beyond mere aesthetics, trends and common taste promising to transform everyday life.



/alternative
experience
creation

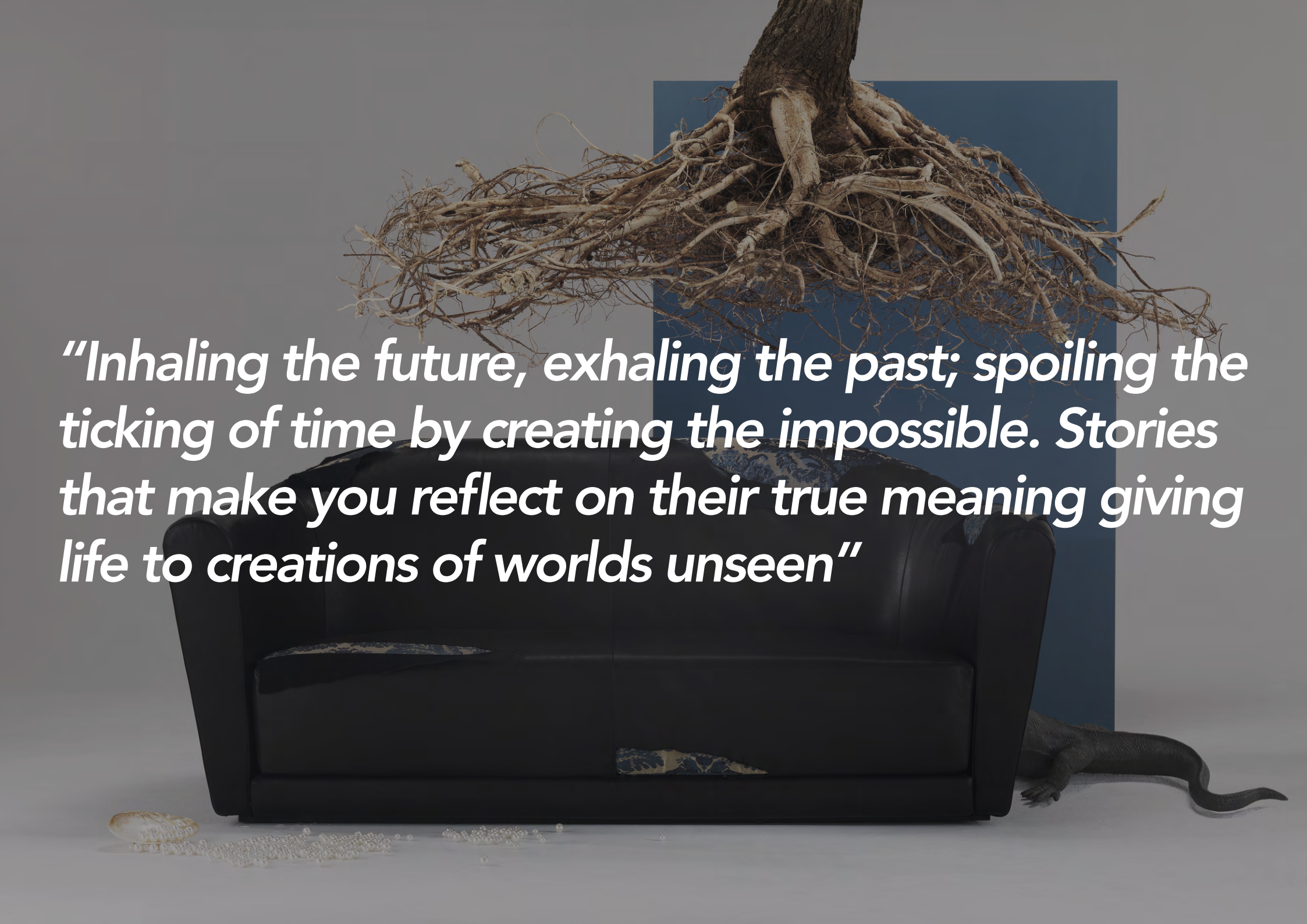
/innovative
storytelling

/hybrid philosophy



/orchestrating the
future





“Inhaling the future, exhaling the past; spoiling the ticking of time by creating the impossible. Stories that make you reflect on their true meaning giving life to creations of worlds unseen”







EKIES

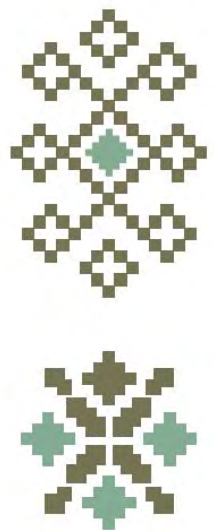
All Senses Resort

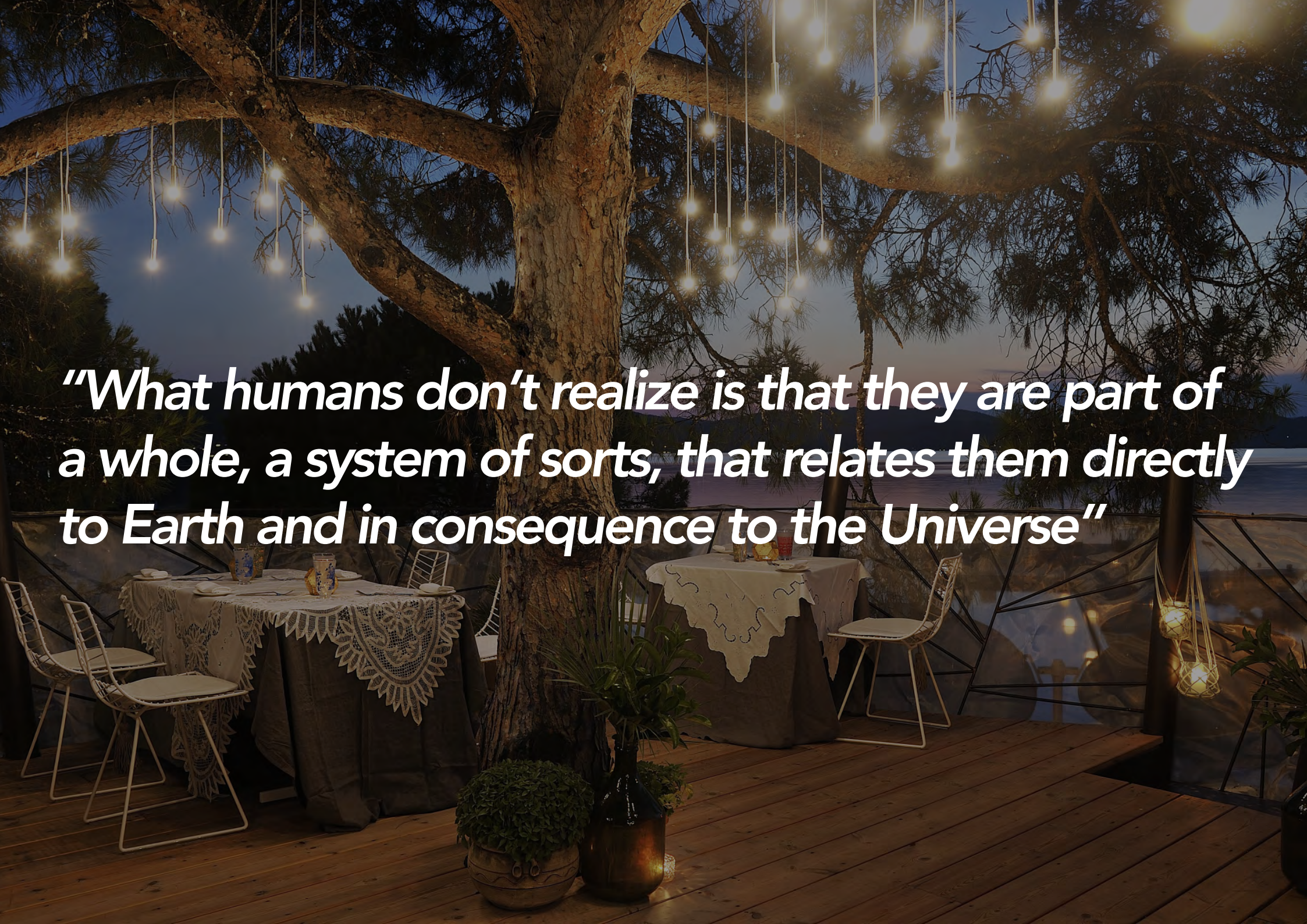
Inspired by Chalkidiki's special ecosystem, where rounded stone volumes and pine trees are in direct contact with the sea, we developed creative solutions that underline nature's presence and invite visitors to reflect on their relationship with it.

With this project we want to emphasize, in a symbolic way, the transition of the visitor's role from parasitic to symbiotic creating a harmonic relationship between humans and nature.



ekies
ALL
SENSES
RESORT



A romantic outdoor dining area at night. A large, gnarled tree stands in the center, with numerous warm white string lights hanging from its branches. Two round tables are set with white lace tablecloths and dark grey skirts. The tables are surrounded by white metal chairs. In the foreground, there are potted plants and a glowing lantern. The background shows a dark landscape with a body of water and distant hills under a twilight sky.

“What humans don’t realize is that they are part of a whole, a system of sorts, that relates them directly to Earth and in consequence to the Universe”

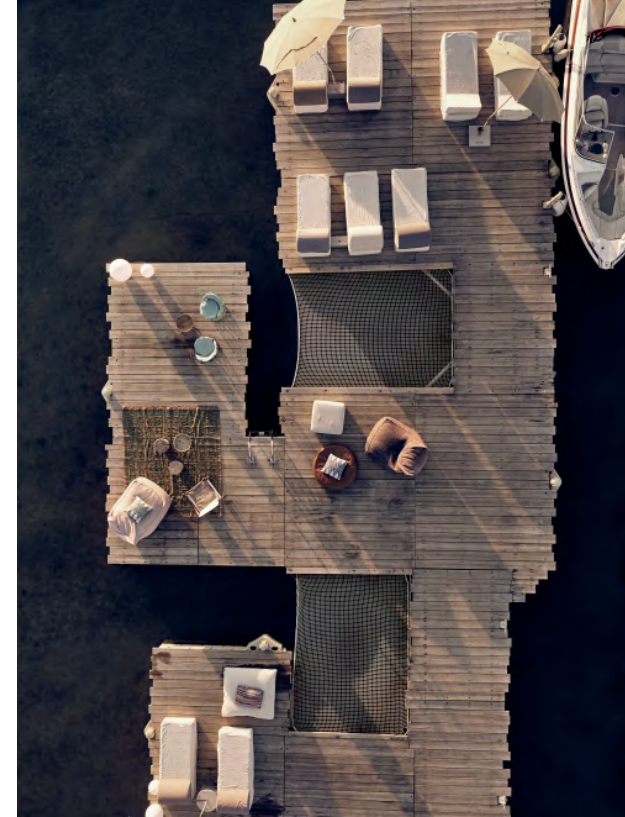


/meticulous
& meaningful
research

/conceptual
environment

/sustainable
ecology scenario

/alternative
experience
creation





IMUSEUM

History store



iMUSEUM is a concept store located in the island of Mykonos which brings together historical replicas from various Greek archaeological museums.

The design concept follows three main axes: stratification, excavation sites and museological representation. The architectural space is based on the logic of an archeological site something which is reflected on all levels (materials, lighting, graphics, etc.) with a contemporary luxury undertone.

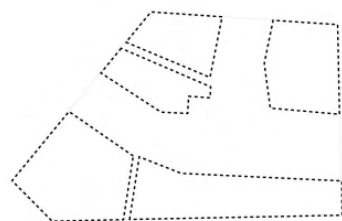


/meticulous
& meaningful
research

/tailor-made
concept

/timeless
approach

/a new code and
visual language





“Each concept is outlined starting from the case study in question, tailor-made for each different client and born through a meticulous research based on cultural processes”

ALCHEMYSTS

The Golden Temple of Alchemy

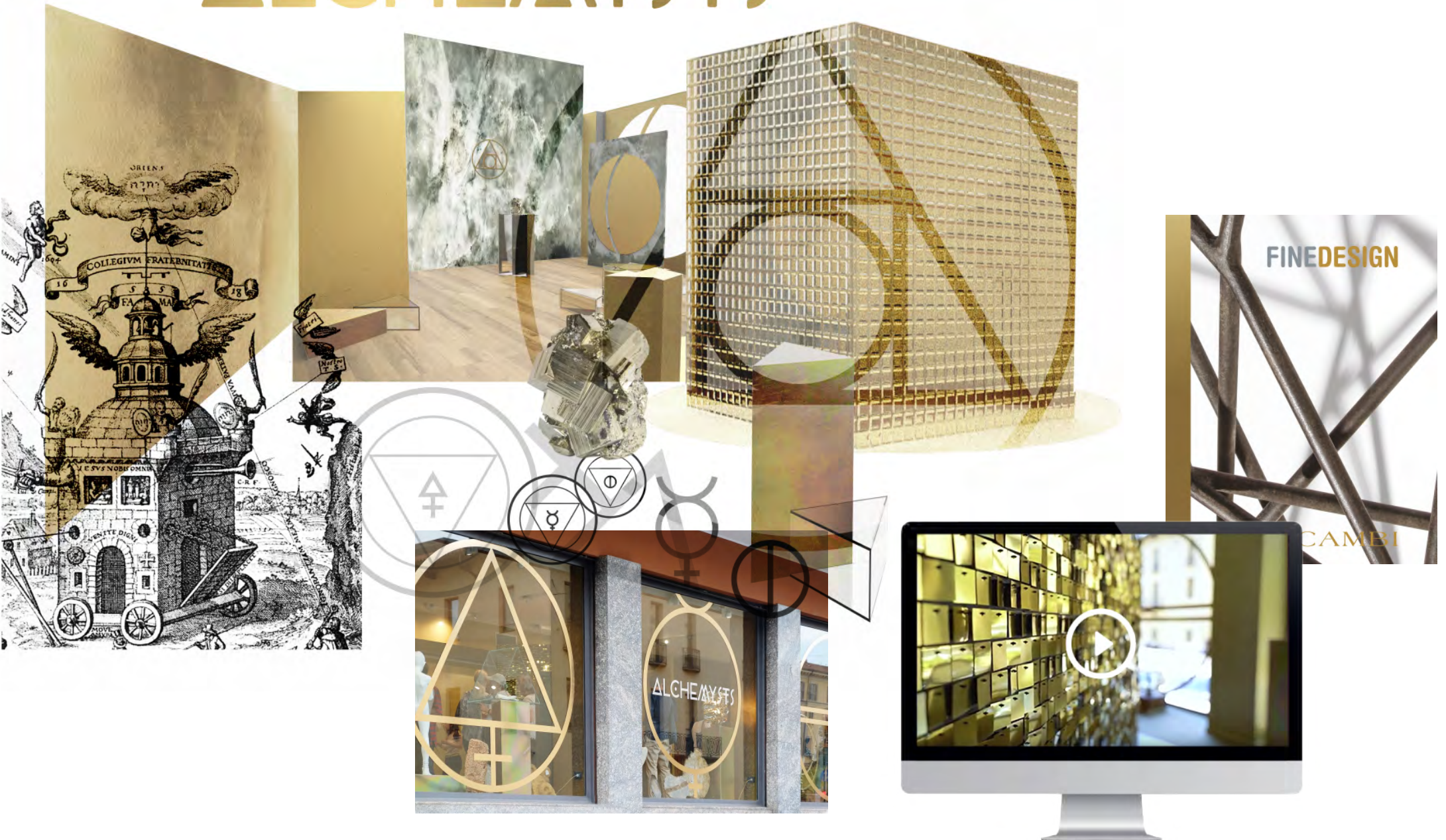



ALCHEMYSTS

The Golden Temple of Alchemy is a dedicated installation conceived for the "Alchemysts" exhibition curated by Valentina Guidi Ottobri, at Cambi Casa d'Aste in Milan.

The setup design symbolically evokes the ultimate temple of Alchemy featuring at its centre the Furnace Athanor, filtered by the primary alchemical principles.

ALCHEMYSTS



The background image shows a modern museum gallery. A large, rectangular wall is covered in a dense mosaic of small, square tiles in various shades of gold and brown. In the foreground, there is a low, dark wooden table with a glass display case on top. To the right of the table is a large, abstract sculpture made of red and orange stones. In the background, there are other art installations, including a large circular mural on the wall and a display case with a white object inside. The floor is a light-colored, polished material.

"We orchestrate unique experiences, following creative and cultural routes, indicating the most suitable actors for each project. A mixture of diverse ingredients that produces results that go beyond time"

/meticulous
& meaningful
research

/case-specific
narrative

/unique
ingredients

/innovative
storytelling



A group of five people dressed as pirates are on a boat. From left to right: a woman in a white shirt and dark vest shielding her eyes; a man in a white shirt and headband holding a large cutlass; a woman in a white shirt and headband holding a lantern; a woman in a blue vest and headband holding a parrot; and a man in an orange turban holding a knife. A skull and crossbones flag is visible on the boat's side. The background is a clear blue sky and the ocean.

“Alternative pirates of meaningful concepts taking you to unexpected journeys through uncharted waters with creativity as our flag”

Projects	<i>not</i>	Objects
Reflection	<i>not</i>	Design
Art	<i>not</i>	Decoration

Milan 2020

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www.ctrlzak.com