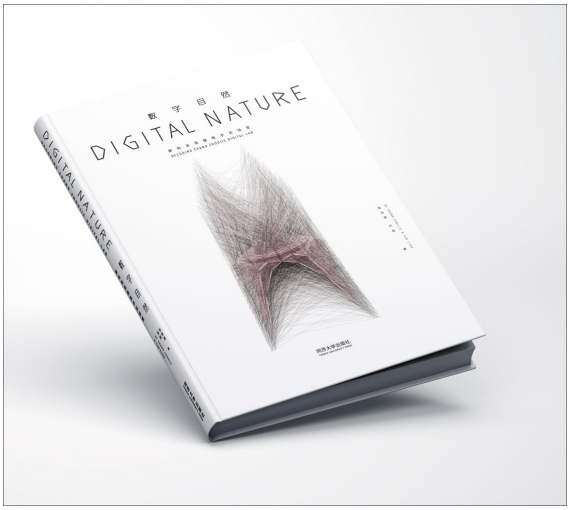
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Digital Nature

Decoding Zhang Zhoujie Digital Lab

Zhang Zhoujie

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- The first book on the maverick designs of Zhang Zhoujie Digital Lab, whose avant-garde work incorporates artificial intelligence in the design process
- Presents a large number of Zhang Zhoujie's works through photographs and manuscripts

This book reflects on the relationship between digital tradition and contemporary humanism in the avant-garde design work of Zhang Zhoujie Digital Lab over the past decade. In four sections, this book provides a multi-faceted overview and reproduces Zhang Zhoujie's thoughts and methods in both his art and design. Strong technical elements characterise his creations and his pursuit of beauty by means of digital design. Notably, Zhang Zhoujie Digital Lab launched the groundbreaking furniture brand Endless Form® in 2018. Zhoujie's creations, like the stainless-steel material he uses, provides a series of mirrors that allow us to view ourselves from multiple angles and ponder the value of human beings, humanity, and humanism in this digital age.

Text in English and Chinese.

Zhang Zhoujie graduated from Central Saint Martins College of Art and Design in London. He established Zhang Zhoujie Digital lab in 2010. He is a pioneer in the realm of digital creativity and established a new digital furniture brand Endless Form to promote a new direction for design in the digital era. His work is known for being independent, experimental and futuristic. Zhang believes that objects in the digital world can evolve naturally, and he is dedicated to discovering and exploring the methods within these transformations. His work mainly focuses on the simplicity of logic, variety and unpredictability of results, which is based on his understanding of nature.

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