

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

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

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By Paul Goldberger

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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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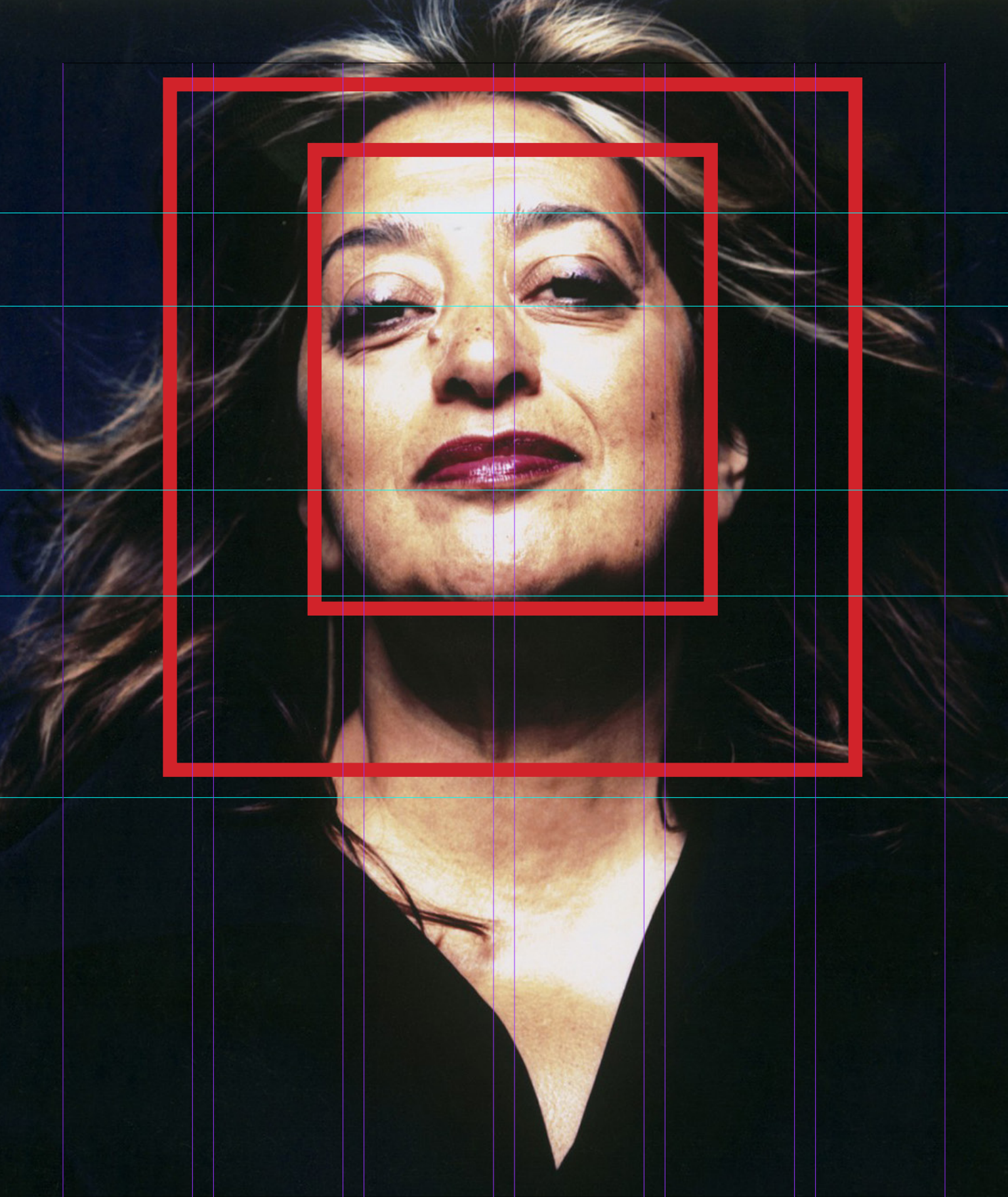
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