

SUPERFUTUREDESIGN*

2018 / 2019

COMMERCIAL Interior design

The essential guide for Middle East interior design professionals

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**CID AWARDS 2018
MEET THE
JUDGES**

INTERVIEW
*Ayah Al Bitar reflects
on Saudi Arabia's new
creative identity*

**RETAIL
SECTOR**
TRANSFORMING
SHOPPING
CULTURE

SPECIAL REPORT
THE DYNAMIC WORLD OF
INTERIOR SURFACES

**Andrea
Sensoli & Cecilia
Morosi**

*Celebrate
20 years of
designing
luxury spaces*



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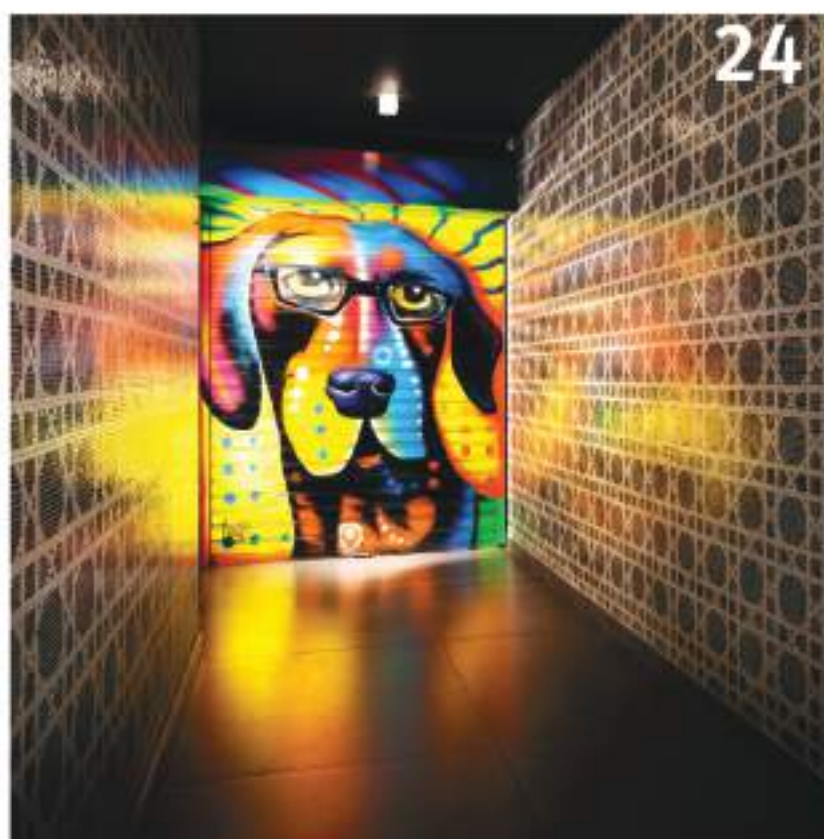
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Interior design

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EDITOR'S LETTER

DESIGN SPEAKS LOUDER THAN ACTION



When was the last time a piece of design moved you enough to start a conversation centred on it? Recently, a bicycle-shaped seat piqued my interest enough to reach out to its designer, Saudi-born Ayah Al Bitar. The 26-year-old exemplifies the modern Arab youth – intelligent, progressive and determined to put the region on the forefront of design and culture. “I want to start a dialogue through design,” she told me during an exclusive interview.

Celebrating a new era of momentous transformation in Saudi Arabia, Al Bitar has hit the right chord with her witty and thought-provoking response to the

positive political as well as societal changes taking place in her country.

There is, perhaps, no better example of a country in the world than the UAE, when it comes to making unprecedented progress in a short span of time.

Previously considered a stomping ground for vanity architecture projects, Dubai's latest appointment as the UNESCO Creative City of Design, the first in the Middle East to do so, elevates its status as the region's design epicentre.

It is precisely this ambitious attitude of the metropolis which attracted Italian architects, Andrea Sensi and Cecilia Morosi, to set up their practice Super Future Design in the emirate a decade ago. The husband and wife duo agree that Dubai's – as well as the region's – luxury stance has metamorphosed – from gilded spaces to contemporary, minimalist projects. They attribute this to a well-informed populace and an increased appreciation of good design in the region.

Nowhere is the regional talent more evident than in the nominations of CID Awards. As we approach the industry's most highly-anticipated event taking place on September 19, 2018, it delights me to announce the judging panel for this year. Among the 11-member jury, all of whom are highly accomplished names in their field, we also have a name that needs no introduction – Giulio Cappellini. The design legend will join the panel to review this year's entries, a task, he says, he is very excited about.

This is a testament to the stellar reputation of the CID Awards, that has built up over the years, which takes an independent approach to the judging process. It not only honours the established names, but also identifies new, emerging talent in the industry. If you are as excited about the event as we are, do read designMENA.com for regular updates on the awards.

Good design begins with a great story. We are eager to hear yours through your nominations for CID Awards 2018.

SHWETA PARIDA
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Cover image:
Andrea Sensi (left) and Cecilia Morosi (right)
Photo by Alex Igo for designMENA
ITP Media Group

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SEEKING MEANINGFUL LUXURY

ANDREA SENSOLI AND CECILIA MOROSI OF SUPERFUTUREDESIGN* STUDIO BELIEVE THAT PARED DOWN SPLENDOUR IS BEGINNING TO MAKE AN IMPACT IN THE REGION

WORDS: SHWETA PARIDA
PHOTOS: AASIYA JAGADEESH / SFD*

In 1998, husband and wife architect-duo, Andrea Sensoli and Cecilia Morosi, founded their design practice SuperFutureDesign* (SFD*) in the quaint and historic city of Florence, Italy. A decade later, in their quest to explore new experiences and opportunities, the designers moved to Dubai to open an international outpost of their firm. "We moved here in 2008 as we were seeking an international context and new challenges," says Sensoli as they celebrate 20 years in the design industry.

"A lot has changed in the past decade. When we first arrived here, there was a lot of scope in commercial sector for modern design, but residential interiors was still not open to contemporary. Now, the trend is changing, and I feel very lucky to be here at this time," adds Morosi. The duo are convinced they have made the right

decision in moving to the Middle East. They observe that Dubai is pushing the boundaries in design whether it is hotels, restaurants and museums. "With the opening of Etihad museum, the impending Museum of the Future, there is a concentration of so many architectural and interior expressions in just one city," says Sensoli. "For architects, it's a good place to be. In Italy, things are very slow, which may be for a good reason but for architects, it can be frustrating."

Morosi and Sensoli have also been keenly watching the ongoing transformation in Saudi Arabia, where they have been working on projects for the past few years. "We recently met some people involved in restoration process of heritage buildings in the country, a glimpse of which is included in this year's Biennale di Venezia," says Sensoli about Saudi Arabia's

debut in one of the most prestigious architectural expositions in the world which is held biannually in Venice, Italy. Morosi is optimistic about the changes taking place in the country. "There's a good energy. The young corporate executives are well-educated in prestigious universities overseas, and they are ready to take charge of all the new opportunities that are knocking on their doors," she says.

With a range of luxury projects in retail, residential, and food and beverage sectors across the region, as well as in their native Italy, Sensoli and Morosi's studio has become associated with exclusivity. As arbiters of understated luxury and minimalism, SFD* has recently completed The Kapé and Alessandro Dell'Acqua designer boutiques in the new extension of Fashion Avenue in The Dubai Mall and Orana



“The UAE and the rest of the region are growing fast, which makes design one of the most basic aspects of urbanisation.”

ANDREA SENSOLI



INTERVIEW



1
Al Ain Shooting Club's lush landscape sits in contrast with the industrial exterior.

2
Morosi and Sensoli also design products such as furniture and lighting.

3, 4
Exquisite surfaces have been used in Jeddah's Oriana Spa for a tactile experience.

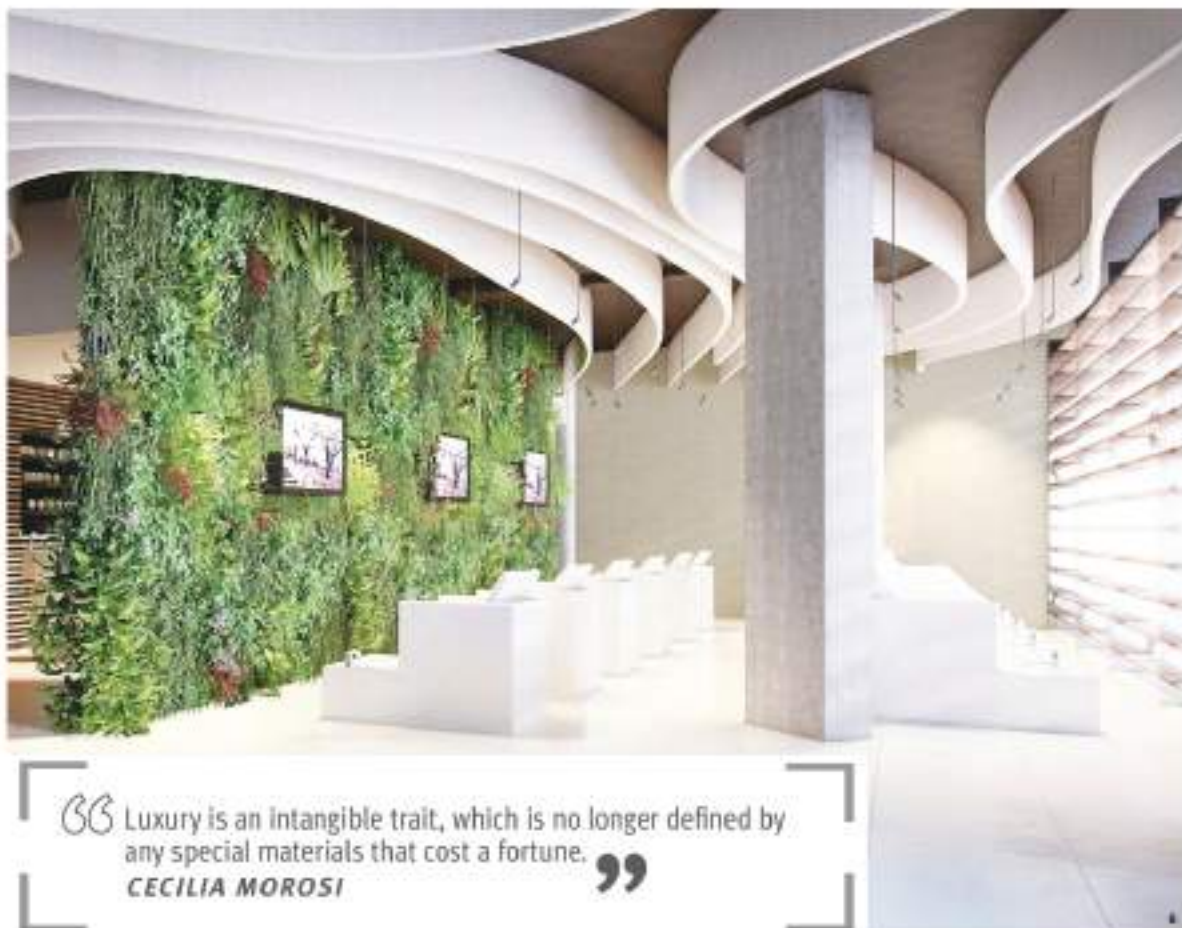
5
A luxury villa in Umm Suqeim, Dubai Khalifa.

Spa in Jeddah, Saudi Arabia among other villa projects. So how do they define luxury, which can be a subjective topic? Sensoli agrees that it's a difficult question to answer. "Luxury can be exclusive, or it can be just something that is very difficult to achieve in terms of perfection, but not necessarily for a niche audience," he says. "Sometimes, we relate luxury with a great view or when we can afford to waste space."

For Morosi, it is an intangible trait. "It's no longer defined by any special materials that cost a fortune," she says. "We are now doing a project in Riyadh, where the clients seek minimalism," she shows me blueprints of an austere expanse of space, highlighted only by the striking structural details. "For him, luxury is not showing off too much," says Morosi.

The architect couple is also keen to explore other dimensions of perceived luxury in the region, such as sustainability. "We are trying to work with local materials. In the GCC, it is the sand and natural rocks that are easily available," says Sensoli. "We are trying to use rammed earth in a couple of projects." He notes that it's not a new technique to them but that they have not used it in any of their projects before. "We like this material a lot – both in terms of its final outcome and what it contributes to sustainability," he says, adding that it's really about using the local materials to construct a building. Recently, vernacular architecture has gained popularity among those who favour sustainable building due to the inherently environmental-friendly nature of such structures.





“Luxury is an intangible trait, which is no longer defined by any special materials that cost a fortune.”
CECILIA MOROSI

Although Sensoli feels that it has taken a long time for sustainability to be taken seriously here since it was first mooted, things are certainly moving in the right direction. With the sustainability debate gaining momentum, how is SFD* contributing to the conversation? “We have worked in the luxury industry for a long time, not only with the business and strategic decision makers, but also with several artisans, engineers, architects and designers,” says Sensoli. “This overview of how different components work together gives us an edge.”

Despite the growing and intense competition, the region continues to teem with opportunities for designers and architects. “The UAE and the rest of the region are growing fast, which makes design one of the most basic as-

pects of urbanisation,” comments Sensoli. “Everything has to be designed, engineered and built up.” While they are aware of the increased competition, both Morosi and Sensoli feel that they have been able to work with a diverse range of clients here compared to their projects in Italy. “We may be a small practice, but our projects have found acceptance among a very different clientele,” shares Morosi. “In Italy, we mostly work with the same, local clients, with a smattering of English-speaking foreign clients who have been investing in Florence and Milan.”

She attributes this to the fact that the studio communicates in English, making it easier for them to understand foreign clients, a language which is not very popular in the relatively small town of Florence. In addition to their design

expertise, language skills have earned them clients in Italy, who regularly commission them to work on their projects around the world.

Among the various sectors, Morosi opines that retail industry has tremendous scope, followed by the food and beverage businesses, to experiment and introduce new concepts. “Especially in Dubai, you see new styles and themes. In Italy, even though we have a lot of design, there aren’t many international cuisines, the presence of which can also inspire the interior of restaurants,” she states.

However, both make it clear that although they are open to new ideas and concepts, they eschew stylistic influences which provide no context or meaning to the project. “We like simplicity, but we also like to mix

Structural details are highlighted with the use of impactful materials.





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Luxury boutique Moser
in Milan is among
SFD's latest retail
projects.

8
The Al Ain Shooting
Club blends in with its
rural surroundings.

9
Oriana Spa in Jeddah
reflects the designers'
meaningful luxury
approach.

contemporary with antique pieces," says Morosi, who shares that their own villa is a white box which is peppered with things collected from around the world on their travels. "I collect statues while Andrea collects nicely packaged bottled water," she says about their eclectic collecting hobbies.

Sensoli's personal approach is to only incorporate those elements in the interior which have a meaning. "We are happy to do fewer projects; we have worked on commissions that have appealed to us – from a luxury villa to a small 60m² store. We tend to stay away from trends and fads, and include only those elements which actually add value to the space," he says, expressing their disdain for everything superfluous.

At the same time, he feels that there is no one way of designing meaningful spaces, and that there can be more than one way of doing so. "We like to transform spaces through structural and lighting design," adds Sensoli.

If there are opportunities galore, there is no lack of challenges either. What are some of the biggest hurdles they face? "Other than the regular time and budget constraints, one of our biggest challenges is finding the right audience who share the same vision as us," says Sensoli, who mentions that not having the same goal as the client may lead to misunderstandings and arguments. "We say that the architect is like the mother and the client is the father and they must work together to achieve

FAVOURITE DESIGN DESTINATIONS IN DUBAI:

Andrea Sensoli: I like Zuma for the use of lighting and textures. Four Seasons hotel in DIFC is not exactly astonishing, but the way the light and materials have been used, it provides the perfect balance.

Cecilia Morosi: Illegari Resort & Residences in Dubai is a nice project. We prefer properties that are intimate and cosy, and not too imposing.

ARCHITECTURAL INSPIRATION:

Andrea Sensoli: I have been following Jean Nouvel's work for a long time, much before he worked on the Louvre Abu Dhabi.

Cecilia Morosi: Carlos Scarpa is an absolute legend. He wasn't an architect by training, but his instincts and his thinking were ahead of the time.

INTERVIEW

the same result," he says. Their luxury portfolio often attracts clients who do not share the same understanding of design. "It's not everyday that we find clients who are on the same page, but when we do, the results can be awe-inspiring," adds Morosi, citing the example of the villa project in Riyadh, which produced "spectacular" results because the client was in sync with them.

To make the clients understand their thought process better, Morosi and Sensoli turn towards technology. The firm has been actively investing in resources which aid the process of presentation to clients. "For us, 3D is

fundamental," says Morosi. "Our 3D specialists are qualified architects, and not just technicians. Now, we're working on embedding virtual reality technology into our presentations, which will help us share with our clients what the actual space will look like, including real time modifications in materials." She adds that such presentations are not the final iterations, rather they are tools to engage the client and encourage discussion with them, as most clients do not possess the technical knowledge to visualise the space through renderings. Although the process of making a coherent presenta-

tion using these advanced technologies might be time consuming, Morosi feels that they help avoid misunderstandings later on. However, Sensoli believes that you can't always meet misplaced expectations, but using technology can make the details more transparent for everyone.

Sensoli continues: "These technologies help us put together the two different but vital components in any spatial design – the first layer is the solid ground earth which represents our basis and the second is more ephemeral, which can be replaced with the help of technology." ■

10
The Kape luxury boutique provides an experiential space.

11
The couple's own home in Dubai represents their penchant for understated luxury.

12
Morosi and Sensoli's personal style is a mix of modernism personalised with travel collectibles.



Information

PROJECT
Oriana Salon and Spa, Jeddah

CLIENT
Oriana Salon and Spa

DESIGNER
SuperFutureDesign

PROJECT MANAGER
Adnan Alzahrani

CONTRACTOR
Hermawidjanto Interior Middle East

HEAD DESIGNER
SuperFutureDesign

LOCATION
Spa

SIZE
1040 sq-ft

WORK
Oriana Salon and Spa, Jeddah

People



SPA

Oriana Salon And Spa, Jeddah

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SuperFutureDesign is back yet again with the Oriana Salon and Spa, Jeddah – an assignment that is conventional to say the least, but required that a high-tier design philosophy be implemented. The salon is positioned within the Asoloh Mall, in Jeddah, just north of the Corniche and facing the Red Sea. The fit-out was executed by [Permatasolihin](#) and the project management was by [ASZarchitects](#).

Since this project was a relocation of a premium service salon, the client approached the designers with a challenge but had a simple requirement: that the resulting aesthetic is reflective of the brand's luxurious services. As with any commercial space, this one had certain criteria to fulfil before it could meet a standard of the highest quality. That is to say, the designers aimed for functionality as well as the integration of stylish elements.

As for the products, biophilic and basic materials and components were selected to complete the surrounding environment by affixing it with natural aspects. Since the space was intended for commercial purposes, ergonomics had to be taken into consideration and design characteristics had to be implemented in a way that maximised productivity and didn't disrupt workflow. Hence, the place was divided into three portions, and each one was characterised by a unique centrepiece and theme.

The entrance and lobby area was decorated using calming colours and cocoon-like shapes that aligned the process of metamorphosis to the beautification services. The transcending hair and nail section was highlighted by hanging ornament fins that descend from the ceiling. Further into the space is the spa area where various treatments would be carried out and solid wood was chosen to give an exposed and earthy vibe.

Moving further into the design process, SuperFutureDesign thought of an additional prime aspect that could be added to the space and opted for an expressive vertical garden that would bring the place together. Also, to retain privacy, a louver screen was used to filter the view from the outside. After completely defining the biophilic elements that would be incorporated into the design, some functional details had to be decided. An acoustic correction was the first matter that would have to be addressed, due to the noisy nature of certain processes that are carried out in the salon.

Equipment like hairdryers, massagers and styling tools that intend to make noise required that sound absorbing materials, such as solid masses and corrugated materials be used. For a more professional vibe, dramatic and over-the-top spotlights were used instead of conventional fluorescent downlights that give off soft and diffused lighting. The final concept was nature-inspired and fairly novel. The curved ceiling panels mimicked serene waves as they seamlessly adjoin to the hairstyling platform. Occasionally, these so-called ceiling accessories would make their way to the floor, from where they would act as sound-absorbing factors that also helped in creating privacy between different treatment stations.

The designers are known for their eclectic creative sense that captivates the audience. It is their main intuition and following through with it; they cleverly integrated nature into the scene through the vertical garden which shows an unbounded progression from urban to earth. While it may seem that thinking of each design aspect individually was easy, it was bringing them together which was considered to be a challenge, and the parts had to be turned, twisted and rearranged before they could fit as well as they do.







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*Brazilian couturière Alexandra Fructuoso's
Madame de Pompadour-inspired atelier*

minimalist tomorrow

*Wesha Shaikh meets Dubai-based Italian architect **Cecilia Morosi** of SUPERFUTUREDESIGN to discuss how she imbues her designs with modern accents and sustainability*



Architect Cecilia Morosi of The Kado Centre that SUPERFUTUREDESIGN recently created in Dubai Design District

On a recent morning, I met Cecilia Morsì, co-founder and design director of SUPERFUTUREDESIGN* at a minimalist, loft-style

lightweight outerwear and cover-ups boutique called The Kape, created by the architectural firm as a new addition to Dubai Design District. I entered a space that was pleasantly muted – a cream-coloured sofa shaped like sand dunes set against walls clad in silver travertine, alluding to the mountains of Ras Al Khaimah. To my left, a Pietra d'Orcia stone served as the centrepiece, with Dominique Perrotti's industrial In The Tube lights, reminiscent of a Jules Verne shuttle, perched above. To my right, a dressing room added depth with its sculptural silver columns.

And there was Cecilia, trying out their designs from the modern metal clothing racks. "The work we have done for The Kape is something I really appreciate. This is why we are here today," she said to me with a smile. It is this space and an impressive mix of residential, commercial and luxury retail designs in the Middle East and beyond that have cemented SUPERFUTUREDESIGN*'s position as an inventive, multipurpose architectural studio.

Cecilia, who hails from Florence, is one of four Italian partners, including chief architect and her husband, Andrea Sensò, who originally founded SUPERFUTUREDESIGN*'s sister company ASZarchiteti in Italy in 1998. With bases in Milan and Florence, the company ventured into other places, including China for a five-year-long stint, before moving to Dubai in 2009, where it found permanent home for its international outpost. Now, ASZarchiteti is the arm involved with project management for luxury brands, and since its launch in 2015, SUPERFUTUREDESIGN* has been the creative architectural branch. "I have to tell you, we are really passionate. In Dubai, we have more opportunities than we do in Italy. There, we have the highest number of architects per capita, so it is very difficult," she said with a laugh.

Dubai has surely tugged her in more ways than one. "In the nine years we have been here, the city has changed a lot and become a true cosmopolitan hub." She also feels the city has greatly evolved in its design preferences. "Earlier when we arrived, the city was asking for modern design but that was more for commercial projects than private. That is changing now," she said. SUPERFUTUREDESIGN* has a modern and contemporary aesthetic that rejects flabby forms in favour of spaces that are sleek. "If people come to us, it is because they love what we do. We do not want to compromise our style because of money or business," said Cecilia. But if there is one thing that have learnt, it is *genius loci*, meaning you must consider the territory you are working in.

A highlight for SUPERFUTUREDESIGN* has been winning d3's Urban Commissions competition in 2017 for its 'Mu Table' series. Made of concrete and marine plywood locked into a welded steel structure,



"IF PEOPLE COME TO US, IT IS BECAUSE THEY LOVE WHAT WE DO. WE DO NOT WANT TO COMPROMISE ON OUR STYLE FOR MONEY"

the communal tables are both functional and fun. "We did not want to use plastic or anything to ensure sustainability. For me, sustainability should be a trend," she added, highlighting an element that is essential to all SUPERFUTUREDESIGN* projects. In fact, a real tour de force of the firm is the BettAir House installation made in collaboration with Italian lighting brand Buzzi & Buzzi for Dubai Design Week last year. The design, created as a house prototype, featured tech-led antibacterial lighting fixtures created using AirCoil, a material that has eco-active and photocatalytic properties aimed at improving quality of life and breaking down urban pollutants. "For BettAir House, we created a small house with grass flooring and a lot of plants because we wanted to show that your house can become a garden with the use of these lights," Cecilia said, adding that the firm has incorporated these lights into actual houses and her d3 office.

Cecilia has recently been involved with designing a Dubai-based mall and tennis centre, along with villas there and in Riyadh, alongside another The Kape space, and one of American restaurant Todd English's two UAE venues in the Dubai Mall's Fashion Avenue extension. She also has to her credit the design of Oriana Beauty

Salon in Jeddah, which boasts her characteristic use of wood, marble and warm colours that imbue the space with a relaxed, comfortable feel. As we rounded off the interview, I left with a newfound admiration for sustainable design that Cecilia and her firm are determined to instil in the region. ■

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Project: ST/DESIRE, INSIGHT, > INTERIOR DESIGN, Luxury Apartment

Interview: SuperFutureDesign* discuss the growing impact of contemporary design in the Gulf



BY HEIDI PARDUE



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Andrea Sensoli and Cecilia Morosi of SuperFutureDesign* studio believe that pared down splendour is beginning to make an impact in the region.

In 1998, husband and wife architect-duo, Andrea Sensoli and Cecilia Morosi, founded their design practice **SuperFutureDesign*** (SFD*) in the quaint and historic city of Florence, Italy. A decade later, in their quest to explore new experiences and opportunities, the designers moved to Dubai to open an international outpost of their firm. "We moved here in 2008 as we were seeking an international context and new challenges," says Sensoli as they celebrate 20 years in the design industry.



"A lot has changed in the past decade. When we first arrived here, there was a lot of scope in commercial sector for modern design, but residential interiors was still not open to contemporary. Now, the trend is changing, and I feel very lucky to be here at this time," adds Morosi. The duo are convinced they have made the right decision in moving to the Middle East. They observe that Dubai is pushing the boundaries in design whether it is hotels, restaurants and museums. "With the opening of Etihad museum, the impending Museum of the Future, there is a concentration of so many architectural and interior expressions in just one city," says Sensoli. "For architects, it's a good place to be. In Italy, things are very slow, which may be for a good reason but for architects, it can be frustrating."



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Morosi and Sensoli have also been keenly watching the ongoing transformation in Saudi Arabia, where they have been working on projects for the past few years. "We recently met some people involved in restoration process of heritage buildings in the country, a glimpse of which is included in this year's Biennale di Venezia," says Sensoli about Saudi Arabia's debut in one of the most prestigious architectural expositions in the world which is held biannually in Venice, Italy. Morosi is optimistic about the changes taking place in the country. "There's a good energy. The young corporate executives are well-educated in prestigious universities overseas, and they are ready to take charge of all the new opportunities that are knocking on their doors," she says.



With a range of luxury projects in retail, residential, and food and beverage sectors across the region, as well as in their native Italy, Sensoli and Morosi's studio has become associated with exclusivity. As arbiters of understated luxury and minimalism, SFDI has recently completed The Kafe and Alessandro Dell'Acqua designer boutiques in the new extension of Fashion Avenue in The Dubai Mall and Orima Spa in Jeddah, Saudi Arabia among other villa projects. So how do they define luxury, which can be a subjective topic? Sensoli agrees that it's a difficult question to answer. "Luxury can be exclusive, or it can be just something that is very difficult to achieve in terms of perfection, but not necessarily for a niche audience," he says. "Sometimes, we relate luxury with a great view or when we can afford to waste space."

For Morosi, it is an intangible trait. "It's no longer defined by any special materials that cost a fortune," she says. "We are now doing a project in Riyadh, where the clients seek minimalism," she shows me blueprints of an austere expanse of space, highlighted only by the striking structural details. "For him, luxury is not showing off too much," says Morosi.



The architect couple is also keen to explore other dimensions of perceived luxury in the region, such as sustainability. "We are trying to work with local materials. In the GCC, it is the sand and natural rocks that are easily available," says Sensoli. "We are trying to use rammed earth in a couple of projects." He notes that it's not a new technique to them but that they have not used it in any of their projects before. "We like this material a lot – both in terms of its final outcome and what it contributes to sustainability," he says, adding that it's really about using the local materials to construct a building. Recently, vernacular architecture has gained popularity among those who favour sustainable building due to the inherently environmental-friendly nature of such structures.



Although Sensoli feels that it has taken a long time for sustainability to be taken seriously here since it was first mooted, things are certainly moving in the right direction. With the sustainability debate gaining momentum, how is SFD* contributing to the conversation? "We have worked in the luxury industry for a long time, not only with the business and strategic decision makers, but also with several artisans, engineers, architects and designers," says Sensoli. "This overview of how different components work together gives us an edge."



Despite the growing and intense competition, the region continues to teem with opportunities for designers and architects. "The UAE and the rest of the region are growing fast, which makes design one of the most basic aspects of urbanisation," comments Sensoli. "Everything has to be designed, engineered and built up." While they are aware of the increased competition, both Morosi and Sensoli feel that they have been able to work with a diverse range of clients here compared to their projects in Italy. "We may be a small practice, but our projects have found acceptance among a very different clientele," shares Morosi. "In Italy, we mostly work with the same, local clients, with a smattering of English-speaking foreign clients who have been investing in Florence and Milan."

She attributes this to the fact that the studio communicates in English, making it easier for them to understand foreign clients, a language which is not very popular in the relatively small town of Florence. In addition to their design expertise, language skills have earned them clients in Italy, who regularly commission them to work on their projects around the world.



Among the various sectors, Morosi opines that retail industry has tremendous scope, followed by the food and beverage businesses, to experiment and introduce new concepts. "Especially in Dubai, you see new styles and themes. In Italy, even though we have a lot of design, there aren't many international cuisines, the presence of which can also inspire the interior of restaurants," she states.

However, both make it clear that although they are open to new ideas and concepts, they eschew stylistic influences which provide no context or meaning to the project. "We like simplicity, but we also like to mix contemporary with antique pieces," says Morosi, who shares that their own villa is a white box which is peppered with things collected from around the world on their travels. "I collect statues while Andrea collects nicely packaged bottled water," she says about their eclectic collecting bobbies.



Sensoli's personal approach is to only incorporate those elements in the interior which have a meaning. "We are happy to do fewer projects; we have worked on commissions that have appealed to us – from a luxury villa to a small 60m² store. We tend to stay away from trends and fads, and include only those elements which actually add value to the space," he says, expressing their disdain for everything superfluous. At the same time, he feels that there is no one way of designing meaningful spaces, and that there can be more than one way of doing so. "We like to transform spaces through structural and lighting design," adds Sensoli.

If there are opportunities galore, there is no lack of challenges either. What are some of the biggest hurdles they face? "Other than the regular time and budget constraints, one of our biggest challenges is finding the right audience who share the same vision as us," says Sensoli, who mentions that not having the same goal as the client may lead to misunderstandings and arguments. "We say that the architect is like the mother and the client is the father and they must work together to achieve the same result," he says. Their luxury portfolio often attracts clients who do not share the same understanding of design. "It's not everyday that we find clients who are on the same page, but when we do, the results can be awe-inspiring," adds Morosi, citing the example of the villa project in Rhydh, which produced "spectacular" results because the client was in sync with them.



To make the clients understand their thought process better, Morosi and Sensoli turn towards technology. The firm has been actively investing in resources which aid the process of presentation to clients. "For us, 3D is fundamental," says Morosi. "Our 3D specialists are qualified architects, and not just technicians. Now, we're working on embedding virtual reality technology into our presentations, which will help us share with our clients what the actual space will look like, including real time modifications in materials." She adds that such presentations are not the final iterations, rather they are tools to engage the client and encourage discussion with them, as most clients do not possess the technical knowledge to visualise the space through renderings. Although the process of making a coherent presentation using these advanced technologies might be time consuming, Morosi feels that they help avoid misunderstandings later on. However, Sensoli believes that you can't always meet misplaced expectations, but using technology can make the details more transparent for everyone.



Sensoli continues: "These technologies help us put together the two different but vital components in any spatial design – the first layer is the solid ground earth which represents our basis and the second is more ephemeral, which can be replaced with the help of technology."

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ARABIA

APRIL 2018

MAKING HISTORY

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leads Saudi
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fashion week

Is wearing
PLASTIC
as transparent
as it seems?

ADWOA ABOAH

The FACE of NOW

INTERVIEWED BY MARIA GRAZIA CHIURI



00071-02301-00000

بيت كأنه قصيدة

المهندسان المقيمان في دبي والسوريان
في الحياة والعمل، سيبيليا موريستي وأندريا
سينسولي، يزيتان منزلهما بالقطع القريبة التي
تعكس نمط حياتهما المعصري

تصوير: NANA COBE تنسيق: MUHAMMAD HAZEM REZO بقلم: KARINE MONÉ

وقالتيند، وفيدورا) الراحة والتستر خاء، أما الزهرة، وغرفة الطعام،
وغرفة الجلوس فقد ربطا بينهما جميعاً لفضاء شعور برحابة المكان.
وعنه تقول، «أكثر ما أحبه في منزلي هو إحساس السكنية التي
ينبعث في أرجائه، وكيف تتدفق الإضاءة عبر المكان، وعلاقتي الحميمة
بالحديقة». وداخل المنزل، تتناغم اللون الأبيض العاجي مع مظهره
الخارجي. وتشرح موريستي: «العودة إلى مفهوم الكتلة الحجرية،
قررنا أن نضع لوناً واحداً في كل مكان - كما لو كان المنزل نُحِت في
الصخر. وأنا أفضل اللونين الأبيض والأسود. واختار الأسود لأرضي
والأبيض لأماكن المعيشة، لأنهما يجسدان التناقض في أي مكان
حياتي الأولين».

يلتصق منزل هذا الثنائي قصيدة شعرية تعكس نمط حياتهما
العصري. وهما يحبان أن يشعرا بالراحة والتستر خاء أثناء تناولهما
الإفطار، أو الاستمتاع بمشهد الغروب أو إعداء العشاء لأصدقاء بعد
نزهة على الشاطئ، وحياتاً أثناء عملهما في المنزل بعيداً عن صخب
المدينة. ومعظم قطع الأثاث والإكسسوارات جليها الثنائي من البلاد
التي أقاما فيها، بما في ذلك خزانة مطابقة باللون الأحمر، وصناديق
جلدية، وخزانة أدوات عتيقة استخرها من
الضيق. كما جمعوا بعض القطع من المنطقة،
منها باب قديم من عُمان، وقرائن من
باكستان، وفانوس من المغرب، وتقول
موريستي: «أنتقي كل قطعة من الأثاث
بشغفي، وفضل استخدام مواد قليلة توفر
خلفية ناعمة، ونجعل التركيز ينصب على
أدوات معيشتنا».

وفي الغرفة المواجهة للزهر، تبرز
المكتبة الشخصية من علامة تشيكوني
كولمبيوني مع وحدة الإضاءة الناعمة
من تصميم «سور فيونستر ديزاين» على
شكل بؤمة علامة بونسي بونسي أطلق
عليها اسم «باز». وتلألأ في غرفة الطعام
أرجاء من علامة ستيفنوقو تعود إلى منتصف
القرن الماضي فوق طاولة من الألومنيوم من

لا يختلي المهندسان المعماريان، سيبيليا موريستي وأندريا
سينسولي -الذين أسسا المختبر الإبداعي «سور فيونستر
ديزاين» مع شريكهما إياكوبو مانيلي وأندريا رينوري- التغير. بل
على العكس، يبرز نمط حياتهما على شفاهما بمواجهة التحديات
الجديدة. وقد سبقت ٢٠٢٠، اتخذ الثنائي الإيطالي من دبي وطناً ثانياً لهما،
وتحدث موريستي عن منزل لهما في دبي قائلة: «عثرنا عليه بالصدفة،
ومصداقاً كان القوي سجلاً». وقد جذبهما على
القوى هذا المنزل الكائن بمنطقة أم سقيم ٢
السكنية، بطابعه المحلي الأصيل والمعصري في
آن واحد. وتضيف: «المزج بين التراث والحداثة
يتسق تماماً مع عائدنا في الإقامة في أماكن
نحمل عبق التاريخ».

يتميز هذا المنزل ذو الطابق الواحد والذي
شيد في الأمانيتات بواجهته عريضة الطراز
التي لا تخلو من لمسات من الحرف ديكور
وتعلق موريستي على تصميمه قائلة: «نستلهم
هذا المنزل بجماليات فريدة، فهو يشبه الكتلة
الحجرية - أو الهيكل الضخم الذي «تم نحته»
لفرض ماء. وقد حولنا الطابق الذي كان يحتوي
في الأصل على ثلاث غرف للنوم إلى غرفة
واحدة رئيسية ومكان مناسب للجلوس يتيح
لهم الثنائي وقطعتهما الثلاث استباستيلاس،





لمسة من السويدي وموريسي
موريسي في المنزل
في موزيس في المنزل
MORISSI في MORISSI
POSE في MORISSI
THE GARTEL في MORISSI
الصباح في MORISSI
THE WISE

العلامة السويدية ألبية البنية، وتحيط بها ملاءة من علامة إيمر. أما أرفق الكتب الممنجة في الحائط، فتحمل مجموعة من زجاجات المياه المعدنية -بمختلف الألوان- والأشكال، والأحجام- وهي القطعة المفضلة لتألفي في هذا المنزل. وعنها تقول موريسي: «إنها تحفنا الفنية الخاصة»، وتضيف: «وقد أردت أن أدمجها في المنزل، لذلك وضعت لها مكاناً خاصاً لإبرازها». وتنعكس الأنماط الفنية والمؤثرات الغربية في كل ركن من أركان المنزل، مثل السجادة المخططة في غرفة الطعام.

تشول موريسي: «لجست الطريفة التي تتبعها في ديكور منزلنا مفهوم روح المكان». وتضيف: «نبحث دوماً عن التناغم والتناسب بين التصميم والمضمون، فهناك العاملان يؤثران على بعضهما البعض». وفي بنيتها نحو تحفيز روحها الإبداعية، تراقب موريسي المتشبع الفني وعالم الموضة وتقوم بتخليقها. تقول: «وصفي مهندسة معمارية، أشكل الموضة مصدرًا هاماً للإلهام لأن هذا المجال أسرع من مجال عملي فيما يتعلق بتجسيد التغيرات الثقافية».

يعكس الديكور الداخلي أيضاً أسلوب موريسي الشخصي، وهي تعشق على وجه الحديد «حسن البساطة غير المتكيفة» لمجموعات علامة سبيلين. «أحب المصمم أو العلامة التي نلهم الأزياء للنساء بلهجة نكورية». تقول مفضلة إنها تفضل البنطلون على التنورة وهي معجبة بعلامتي تومير ولوبلي على وجه التحديد وتعجبها الطريقة التي تمزج بها علامة رينيس فان تونن الألوان والطبقات والقوامية للحصول على نتائج عصرية وأنيقة، إلا أنها تعتبر ذوقها

في الإكسسوارات أكثر عصرية، إذ تقول إن العلامات التي تفضلها في هذا المجال هي باولا ميندوزا، ومونيز، وأني كوستيلو براون، وكذلك علامة بالعربي.

مع تركيزها على الثقافة ذات الطابع العمري في كل من منزلها وأزيائها، تبقى المهندسة المعمارية عنيها مفتوحة لتفهم كل ما يحيط بها بشكل أفضل، بحيث يمكنها تأويل تلك بصراً بطريقتها



المزج بين التراث والجرأة يتسق تماماً مع عادتنا في الإقامة في أماكن تحمل عبق التاريخ

الخاصة تقول راسمة ابتسامة فوق فورها: «هنا انتقلنا إلى دبي. أصبحت الأزياء التي أرتديها أكثر لراة بالألوان». وسواء في المنزل أم في العمل، يعتنق الفنانة فلسفة مختيرها الإبداعي. «ننظر إلى التصميم على نحو عام، لنا نظرياً نرغب في تعديل كل مظهر في العالم الذي نعيش فيه، من الملابس إلى المدينة، كما كانوا يقولون في مدرسة بلوهاوس الفنية. ونحن ننظر إلى التصميم بوصفه أحد أوجه التعبير الثقافي، تماماً مثل الطعام واللغة» □

VOGUE

العربية

أبريل ٢٠١٨

ADWOA ABOAH

وجه
الآن

حاورتها MARIA GRAZIA CHIURI

PLATFORM

BEST ITALIAN INTERIOR DESIGN SELECTION

77

Oriana Beauty Salon and SPA



RETAIL
Retail
LOCATION
Jeddah (KSA)
YEAR
2016
Project OWNER: SUPERFUTURE



PROJECT DESCRIPTION

Concept Design for a Lady's Salon and Spa. Inspired by the waves, curved ceiling panels make their way into the hairdressing rooms, often coming down to the floor to create some privacy between the stations, and act as sound absorbing elements.

The vertical garden welcomes nature into the space, while creating a focal feature in the room. The use of natural woods, marbles and warm neutral colors complete the look, giving a unique feeling of relaxation and comfort to the ladies visiting the salon.





STUDIO PROFILE

Created by Andrea Benetti, Cecilia Morosi, Jacopo Mannelli and Andrea Rottori, SUPERFUTUREDESIGN* established its Middle East office in the Dubai Design District, the commercial hub for the region's design community. With projects ranging from residential to commercial and hospitality, the firm applies a strong creative approach based on the research and development of unique concepts that have a minimal contemporary aesthetic. SUPERFUTUREDESIGN* has been built on the creative DNA of its sister studio, luxury design firm AS2architects that has been delivering innovation in product design, residential, and retail for its prestigious clients. With offices in Milan and Florence, the firm cooperates with a network throughout Europe, Asia and the Middle East.



ECOEXHIBITION





Oriana Beauty Salon and Spa

SUPERFUTUREDESIGN*

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info@superfuture.design
www.superfuture.design

Photo by SUPERFUTUREDESIGN*

CATEGORY

Retail

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Concept Design for a Lady's Salon and Spa. Inspired by the waves, carved ceiling panels make their way into the hairdressing room, often coming down to the floor to create some privacy between the stations, and act as sound absorbing elements. The vertical garden welcomes nature into the space, while creating a focal feature in the room. The use of natural woods, marbles and warm neutral colors complete the look, giving a unique feeling of relaxation and comfort to the ladies visiting the salon.

Concept design per un Salone di bellezza e Spa. Ispirati alle onde, i pannelli del soffitto curvi si fanno strada nella stanza dei parrucchieri, spesso scendendo sul pavimento per creare privacy tra le stazioni funzionando anche da elementi fonoassorbenti. Il giardino verticale accoglie la natura nello spazio, mentre crea un elemento focale nella stanza. L'uso di legni naturali, marmi e colori caldi completano l'aspetto, donando una sensazione unica di relax e comfort alle donne che visitano il salone.





STUDIO PROFILE

Created by Andrea Sensò, Cecilia Moresi, Jacopo Mannelli and Andrea Rettori, SUPERFUTUREDESIGN® established its Middle East office in the Dubai Design District, the commercial hub for the region's design community. With projects ranging from residential to commercial and hospitality, the firm applies a strong creative approach based on the research and development of unique concepts that have a minimal contemporary aesthetic. SUPERFUTUREDESIGN® has been built on the creative DNA of its sister studio, luxury design firm AS2architetti that has been delivering innovation in product design, residential, and retail for its prestigious clients. With offices in Milan and Florence, the firm cooperates with a network throughout Europe, Asia and the Middle East.

Creato da Andrea Sensò, Cecilia Moresi, Jacopo Mannelli e Andrea Rettori, SUPERFUTUREDESIGN® ha stabilito il suo ufficio in Medio Oriente nel Dubai Design District, l'hub commerciale per la comunità del design della regione. Con progetti che vanno dal residenziale al commerciale e all'ospitalità, l'azienda applica un forte approccio creativo basato sulla ricerca e lo sviluppo di concetti unici che hanno un'estetica minimale contemporanea. SUPERFUTUREDESIGN® è stata costruita sul DNA creativo del suo studio gemello, la società di design di lusso AS2architetti che ha portato innovazione nel prodotto di design, residenziali e al dettaglio per i suoi prestigiosi clienti. Con uffici a Milano e Firenze, lo studio collabora con una rete in Europa, Asia e Medio Oriente.



Events / CID Awards

CID Awards 2018 shortlist: Interior Design of the Year - Retail

Here are the finalists for the 2018 CID Awards Interior Design of the Year: Retail



By Shweta Parida

Sat 05 Aug 2018 00:30
log

We are pleased to announce the shortlist for the 2018 CID Awards, which will take place on Wednesday, September 19 at the Joharah Ballroom in the Madinat Jumeirah in Dubai, UAE. This year, we have received 420 submissions across 18 categories from 114 companies throughout the region. Over the coming week, we will be releasing the names of the finalists in all the categories.

Interior Design of the Year: Retail category

014 Warehouse Gym, Dubai, UAE by VSHD Design



The client had commissioned the design firm to turn a challenging space - due to the shape and volume - into a gym with high tech facilities and innovative interiors, with great attention to detail. The gym space is divided into two floors: the ground floor was designed as an open space for classes and fitness training with a small juice bar at the entrance, which is highlighted with a fern-coloured grout. The mezzanine double height space is the main gym floor with all the equipment.

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- 05** CID Awards 2018 shortlist: Interior Design of the Year: Office

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Taking a vertical design approach, and using a grid system and abstract forms, the design team utilised the double height space. The suspended timber structures were used to highlight the different exercise zones on the gym floor. Designed as a massive light fixture with concealed lighting, the timber structure was also used to hide all MEP service and machines. The materials used in the project were inspired by farm life, copper piping, sheds, corrugated metal fencing and bumpy plastered walls. The staircase on the mezzanine level is covered in corrugated metal. The curves of the building were used to complement the space with a functional wall for hanging bags and members' belongings. The exposed copper pipes and the big farmhouse sink gives the space a raw industrial feel.

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Delpozo boutique, Dubai, UAE by IL Architecture/In Architects



The first Delpozo store in the Middle East at the new Fashion Avenue extension in Dubai Mall extension, has been designed by IL Architecture in collaboration with Josep Font, creative director of Delpozo, and IN Architects as the local architects. As the brand's collections are an explosion of colour and richness in materials, the shop provides a sophisticated but muted backdrop for the clothing. The material palette includes black marble, natural oak wood and polished brass as well as big extensions of bare walls painted in Delpozo's signature off-pink tones. Much emphasis has been placed on carefully-crafted details and lighting, complemented with a carefully curated collection of vintage furniture and rugs that contribute to the overall feeling of warmth and comfort.

The challenge here was to adapt a shop design concept inside of a shopping mall, with extremely high ceilings and a very deep floor plan, while keeping the original essence of the brand intact. The use of gigantic pieces of marble, jumbo-sized mirrors and extra-large brass vitrines provide a bigger scale for the backdrop. Its massive black marble walls protect the inside of the shop from outside views and provide a foil for the brass shop front shelves and the colorful merchandise. Going with a sustainable approach, instead of sourcing furniture from Europe, the design team employed local artisans. The collaboration with a Sharjah-based metalworker allowed the team to reduce the carbon footprint.



The entire project is a conflation of four things: children's museums, innovative playgrounds, children's art museums, studios as well as maker spaces and creative labs. The brief on this project was to create a space for children that would engage, educate, empower, spark creativity, trigger imagination and growth at the same time. The design firm reimagined antiquated playgrounds, providing children with a fun-filled, creative and enriching alternative to passive play, while nurturing their sense of curiosity in an exploratory setting. Creating a conceptual journey through the galleries that are whimsical, the design team has mainly used vibrant accents with neutral materials. The existing architecture of the warehouse premise has been retained, preserving its industrial character. While details such as arches have been added to enhance the spatial flow.

Housing eight different galleries of interactive exhibits and play equipment over two floors, it features common areas such as the reception, bathrooms, corridors, cafe, birthday party rooms and quiet room for kids. There are quirky details in every corner from birds to butterflies, pops of paint colour to sculptures. One of the particular highlights is a gallery called Toshi's Nets, a knitted and free flowing structure which children can use to swing or climb.

Muscat Market, Muscat, Oman by ODG



Retail concepts within the airport environment should reflect an understanding of traditional architecture but represented within a contemporary manner, that adds a local sense of place (Oman, in this case) to the narrative. Local palm groves have been taken as an inspiration. It has been designed to engage with and excite passengers, creating memorable, photo-opportunity experiences.

ODG was appointed to develop the design, prepare the tender for construction and manage the project till the opening of the airport duty free. The design firm drew inspiration from the cool palm groves with their falaj systems irrigating the lands. The concept recreates the feeling that one would feel while walking beneath the cool shaded avenues of intertwined palm fronds. The timber ceiling structures mimic the palm tree, radiating out from structural and dummy timber-clad columns forming the palm trunks. An exploded version of these fronds have been used on the shopfront façade. The layered scale like texture of the trunks, form counter facings. The cool rippled sands of the grove are seen along the main walkways, with a lighter grey tile under the merchandised units.



The architects were commissioned by the young Kuwaiti chocolatier, Bean2Bar to design their debut boutique in Arjan Square, a trendy F&B concept in Salmiya, Kuwait. The client wanted a very cool chocolate shop that also exhibited their products and their packaging design. One of the main requirements was to have a lot of a storage and flexibility while having a bright and airy atmosphere in the narrow available space.

The 33m² space with a narrow frontage posed a significant challenge for the architects who desired to create a bright and airy atmosphere with plenty of storage space and flexibility. The architects devised a simple solution that featured a slender, cellular waffle vault along the longitudinal axis of the store that morphed into a sleek secondary enclosure. This eliminated the need for a conventional ceiling and created an illusion of a greater expanse. The dimensions of the cells of the vault was based on the modular packaging unit used by the chocolatier and this led to new synergies like re-imagining the vault with its cellular modularity as an analogue screen with the cells doubling up as pixels. Messages or patterns could be displayed on it as required by using a combination of empty cells or changing the colors of the packaging unit. This opens up possibilities for the store to change its ambience in an easy and intuitive way to suit various occasions.

The vault was parametrically generated and optimized for digital fabrication as a slot-in waffle system. The symmetry of the vault is broken and emphasised at the same time by employing an algorithmically generated steel chandelier. By juxtaposing these strongly opposing elements, the architects have created a refined industrial look for the boutique while maximising the efficiency and the lightness of the space. Vein-cut silver travertine adds a warm undertone and balanced the overall ambience.



Schwitzke Group was commissioned to work on the entire spectrum of the project – from brand development and visual identity to store design and instore communication up to the implementation of the first store. The task was to create a lifestyle brand and retail concept to address the millennials in the Middle East - a young, progressive and technology-savvy target group that is globally inspired and regionally rooted.

To represent the brand's core, the newly developed name embraces what the concept is basically about: As an abbreviation of Digital'N'Analog, the store's name DNA represents both the primarily technical assortment as well as the true experience and emotion the gadgets are supposed to create for the customer.

For the store design, a sleek and urban retail environment was created to put emphasis on the variety of products. While the different divisions all show a special tweak to reflect the offered product range, a seamless brand identity is maintained all over the store. The material scheme reflects natural simplicity, using concrete, warm wood or white and dark grey colored steel elements. The lighting concept was created to achieve contrasts by using warm white spots with high color rendering, and to set the right scene for the products.

The Kape, Dubai, UAE by SuperFutureDesign*



[The Kape](#), a boutique that specialises in women's modest fashion, took a few years to set up reflects modern and meaningful minimalism through its choice of materials, colours and textures. In the ambient spaces, the design team implemented techniques that would result in a relaxing environment. They contributed to a spatial effect that calms the mind, along with balanced elements that enhance the senses. Lighting was treated as one of the main protagonists because of the way it manipulated the earthy and futuristic masses of travertine stone and epoxy resin respectively. While both elements are distinctly opposite, they seamlessly transition from one to the other. Even in the use of contrasting features of both elements, specifically between the smoothness of one, and grainy accented veins of the other. The rest of the premise was adorned with decorations like sofas, hanging bars, and a chaotic fitting room that was set-up center stage. It was created using metallic screens with a champagne-tinted finish, by wrapping them around each other in a circular, whimsical pattern, which also disguised a colossal pillar. The façade of the boutique was a result of some experimentation with new materials and elements; prefabricated cement panels were delicately transformed using a patented molding technology to produce an interesting wave-like pattern and texture that would play upon the senses. The exterior is delicately finished by adding a futuristic shop window that protrudes out of the expanse and appears similar to a fish tank. Inside, the epoxy resin flooring gives way to the other attractive features of the boutique, like the striking red fitting room and the elegant black frames that define the displays.



The client wanted a space to reflect Sharjah's literary heritage (the Sharjah International Book Fair began in 1982), in addition to being a restaurant. It has been designed as a contemporary hub for its community of booklovers, writers and publishers, incorporating a cafe, restaurant, event space, bookstore and children's creative zone..

The two-storey, double-volume space offers expansive views to the corniche in Sharjah Al Majaz waterfront. We played with the concept of the positive/negative space that books create on a shelf. Most of the bookshelves are in the centre of the floor, not against walls, allowing light and shade to move around the space. The stitch detail from book spines is a recurring theme. It has been used on a large scale as space dividers, and on a more intimate scale as a handrail detail. The tactile rubber material invites visitors to touch and feel the physical space, as they do a book. The design firm also created custom sculptures and light mobiles inspired by books and words. The eclectic furniture reflects the different ways people read and write, from relaxing in an armchair to task chairs for writing on laptops. The custom-designed moveable retail pods display the stationery and book-related merchandise that the cafe sells.

A grab-and-go coffee bar punctures through the facade of the restaurant, to draw attention from pedestrians on the waterfront promenade. The signature, sculptural design installation is a giant, custommade mobile suspended from the ceiling, made up of dozens of wireframed books. The impact is visually dramatic, and an unmistakable trigger in the minds of visitors that they are in a bookstore.

CID AWARDS

CID AWARDS 2018

COMMERCIAL INTERIOR DESIGN AWARDS

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Events / CID Awards

CID Awards 2018 shortlist: Interior Designer of the Year

Here are the finalists for the 2018 CID Awards Interior Designer of the Year



By Shweta Parida

Thu 09 Aug 2018

04:23 PM



We are pleased to announce the shortlist for the 2018 CID Awards, which will take place on Wednesday, September 19 at the Joharah Ballroom in the Madinat Jumeirah. This year, we have received 420 submissions across 18 categories from 114 companies throughout the region. Here are the nominees for one of the most anticipated categories of the year.

Interior Designer of the Year

Andrea Sensoli, design director, SuperFutureDesign*

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After establishing his design firm in Florence 20 years ago, and having set up a base in Dubai since the last 10 years, Sensoli has worked on some of the biggest names in luxury retail such as Gucci, Sergio Rossi, Yves Saint Laurent, Balenciaga and Alexander McQueen.

Julijana Mitic, project director hospitality, Perkins+Will



Mitic is responsible for the creative leadership, team management, design level and quality of the hospitality, mixed-use and residential projects. She champions sustainable design within the studio and has delivered several LEED® Gold, Silver and certified projects.

Maje Kozel, principal designer, Maje Kozel Design



The Dutch interior architect runs her eponymous design practice, working on such projects as Posttyology and the Heart of Sharjah.

Pallavi Dean, design director, Pallavi Dean Interiors



An architect by training, Dubai-born Dean is the driving force behind her boutique interior architecture firm. Some of her recent projects include the Edelman Dubai office, Shababeek restaurant and Al Rawl cafe and bookstore in Sharjah.

Paul Bishop, owner and founder, Bishop Design



Based in Dubai since 1996, Bishop has worked on several hospitality projects, including restaurants such as Caramel, Roberto's Abu Dhabi, Scalini and BOA Lounge & Club.

Paula Fay Evans, senior associate, Godwin Austen Johnson



Since joining the firm in 2015, Evans has played an integral role within the interior design department managing the day to day running of the studio as well as being the lead designer on key projects, including residential and hospitality commissions.

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ARCHITECT



ARCHITECT

Company

Owner:
SuperFutureDesign

Pro:
Architect/Designer

Location:
Building # - Office 301-31 Super Design District, Dubai, UAE

Location:
United Arab Emirates

City:
Dubai

Website:
SuperFutureDesign

Address:
Building Office, Boulevard, P.O. Box 12345

Phone:
+971 4 123 4567

Email:
info@superfuturedesign.com

Team



Map



SuperFutureDesign

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SuperFutureDesign is a sister concern of 452architects, founded by Andrea Senaldi with three partners Cecilia Morelli, Jacopo Morelli and Andrea Rellati. The team specializes in providing business architectural design for renowned clients in Europe, Asia and the Middle East, and prides itself to be one of the best firms in the world for 3D visualization of architectural design.

The company has built world-famous residential and commercial properties, from state-of-the-art apartments worldwide, to the Program for sales points of Enza (the ultimate Italian luxury Authority), to the eco-friendly Al Tan House in Dubai, and many other beautifully cutting-edge projects. The name SuperFutureDesign depicts the company's determination to go above and beyond – transcending consumer expectations, propelling a way into the future.

Values: The Company has the vision to leave a footprint all over the globe with award-winning architecture that can be interpreted as the best representation of the times we live in. It wants to leave behind a legacy that will create a bridge between traditions of the past and upcoming trends of the future.

Mission: Their mission is to create a distinctive multi-cultural and multi-talented workplace where ideas flourish from all over the globe and their 'Studio' is an example of such commitment.

Team: Their core team is led by Andrea Senaldi who has over 20 years of experience. Starting from his initial projects in Florence Italy, followed by setting up his own shop and working for brands like P&G and Gucci, eventually building his very own group of companies under ASZ.

Senaldi's partner from Florence, Italy is Jacopo Morelli, an inspired engineer who is technically strong and has a marvellous aesthetic sense as well. Jacopo Morelli has been part of the office of architect Alessandro Lusi in Florence and has been working at SuperFutureDesign since 2007.

Cecilia Morelli, the third partner of the company, graduated from the faculty of Architecture in Florence and has been involved in international projects since the beginning of her career. Her first project was designing 18 Villas in the Chengdu province, China.

Andrea Rellati, a design guru with a background in architecture, has been working with SuperFutureDesign since 2004 and provides valuable input in design, along with world-class 3D visualization and Virtual Installations.

Projects



The Cape Showroom, Dubai Design District



Qinghai Green and Spa, Jiajiang

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OVERVIEW PROJECTS ABOUT

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United Arab Emirates

PROJECT BY SUPERFUTUREDESIGN®
DUBAI, UNITED ARAB EMIRATES



Photographer: SuperFutureDesign



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Photographer: SuperFutureDesign

THE KAPE is a new brand on the scene of modest women's fashion, and has a different approach to garments, specifically the traditional Abaya. Needless to say, the message and name of the brand are soon to stick with women all over the UAE, and they needed an impactful interior design at their showroom in Dubai Design District. The name behind "THE KAPE" is Hanadi al Hawi, and she approached SUPERFUTUREDESIGN® with a proposition.

To SUPERFUTUREDESIGN®, playing upon the brand's disruptive attitude would be a demanding process, considering its products and the message it speaks. Through many meetings with the client, we helped her clarify the vision she has for the brand's image. Through this creative process, SUPERFUTUREDESIGN® became more understanding as to the type of space that the client wanted. However, we had only just scratched the surface of a rigorous ordeal that required choosing between different moods, perspectives, color palettes, and textures.

The entire project took a few years to set up and it was an interesting view as it was being put together, piece by piece. Seeing it now, it's a true reflection of SUPERFUTUREDESIGN®'s taste for meaningful aspects, something which was incorporated without undermining modern minimalism. This is such a valuable theme for our eclectic philosophy. In the ambient spaces, we implemented techniques that would result in a relaxing environment.

They contributed to a spatial effect that calms the mind, along with balanced elements that enhance the senses. For the showroom, we emphasized light as being the main factor because of the way it manipulated the earthy and futuristic masses of travertine stone and epoxy resin respectively. While both elements are distinctly opposite, they seamlessly transition from one to the other.

This zone feature highlighted our Avant Garde attitude that is different from other one-sided approaches. We achieved balance and harmony between the overpowering features of both elements, specifically between the smoothness of one, and grainy accented veins of the other. The rest of the premise was adorned with decorations like cubes, hanging bars, and a chaotic fitting room that was gracefully set-up center stage. It was created using metallic screens with a champagne-fitted finish, by wrapping them around each other in a circular, whimsical pattern, which also disguised a colossal pillar.

For the boutique, simplicity had a lead role in defining the ambience and mood, as a contrast was defined between the rough patterns and texture that was implemented for the exterior and the smoother finish of the floors. The façade in the boutique was a result of some experimentation with new materials and elements, prefabricated cement panels were delicately transformed using a patented molding technology to produce an interesting wave-like pattern and texture that would play upon the senses.

It crossed the surface in a diagonal direction and created an amusing effect that would grasp the audience's attention. The exterior is delicately finished by adding a futuristic shop window that protrudes out of the expanse and appears similar to a fish tank. Inside, the epoxy resin flooring gives way to the other attractive features of the boutique, like the stunning red fitting room and the elegant black frames that define the displays.

Design team:
SuperFutureDesign



Fotografen: Superfunddesign



Fotografen: Superfunddesign



Fotografen: Superfunddesign



Photograph: SuperFutureDesign



Photograph: SuperFutureDesign

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Interior design

The essential guide for Middle East interior design professionals

An ITP Media Group Publication • Vol. 14 Issue 9 | September 2018

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TOPICS REVEALED
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SHORTLIST

*Meet the finalists for the
CID Awards 2018*

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INTERIOR DESIGN OF THE YEAR: RETAIL

1. 014 WAREHOUSE GYM, DUBAI, UAE by VSHD Design

The design firm had to turn a challenging space into a hi-tech gym. The materials used in the project were inspired by farm life, copper piping, sheds, corrugated metal fencing and bumpy plastered walls.

2. DELPOZO BOUTIQUE, DUBAI, UAE by IL Architecture/ In Architects

The first Delpozo store in the Middle East provides a sophisticated but muted backdrop for the clothing. Much emphasis has been placed on carefully-crafted details and lighting, complemented with a carefully curated collection of vintage furniture and rugs.

3. OLI OLI, DUBAI, UAE by Sneha Divias Atelier

The design firm reimagined antiquated playgrounds, providing children with a fun-filled, creative and enriching alternative to passive play, while nurturing their sense of curiosity in an exploratory setting.

4. MUSCAT PERFUMES & COSMETICS, OMAN by ODG

A retail concept within the airport environment with a sense of place. The design firm was inspired by the cool palm groves with their falaj systems irrigating the lands, forming the palm trunks. The layered scale-like texture of the trunks, form counter facings.

5. BEAN TO BAR CHOCOLATIER, KUWAIT by Studio Toggle

The architects were commissioned by the young Kuwaiti chocolatier, Bean2Bar to design their debut boutique. The architects have created a refined industrial look for the boutique while maximising the efficiency and the lightness of the space.

6. DNA LIFESTYLE, AMMAN, JORDAN by Schwitzke

Schwitzke Group was commissioned to create a lifestyle brand and retail concept to address Middle Eastern millennials. The material scheme reflects natural simplicity, using concrete, warm wood or white and dark grey-coloured steel elements.

7. THE KAPE, DUBAI, UAE by SuperFutureDesign*

The facade of this modest fashion boutique was a result of some experimentation with new materials and elements inside, the epoxy resin flooring gives way to other attractive features; like a striking red fitting room and elegant black frames that define the displays.

8. AL RAWI, SHARJAH, UAE by Pallavi Dean Interiors

The client wanted a space to reflect Sharjah's literary heritage (the Sharjah International Book Fair began in 1982). Designed as a contemporary hub for a community, it incorporates a cafe, restaurant, event space, bookstore and children's creative zone.



EVENT DETAILS

Interior design
AWARDS 2018

DATE: September 19, 2018

TIME: From 7:30PM

VENUE: Joharah Ballroom, Madinat Jumeirah, Dubai

DRESS CODE: Evening formal/National dress

FOR TABLE BOOKINGS: teri.dunstan@itp.com

FOR SPONSORSHIP OPPORTUNITIES:

Laura.Collinder@itp.com

FOR NOMINATION ENQUIRIES:

shweta.parida@itp.com

The 12th edition of the *Commercial Interior Design Awards* (CID Awards) will take place on September 19, 2018. It promises to be the biggest iteration so far, with the region's design community gathering for one of the most highly-anticipated industry events of the year.

This year, we received 420 nominations from 114 companies, surpassing all previous records. Spanning 18 categories, the 104 shortlisted individuals, firms and projects are highlighted on the following pages in no particular order.

The judging panel includes 11 leading experts from across a diverse range of disciplines from within the industry – both the public and the private sector. It has always been the objective of the CID Awards to maintain an independent and balanced approach towards the judging process. All the jury members, therefore, have been selected on the merit of their credentials and experience.

This year, the judging panel comprises: Giulio Cappellini, founder of the well-known Cappellini furniture brand; Khalid Shafar, acclaimed Emirati product designer; Juan Roldan, assistant professor at the College of Architecture, Art and Design at the American University of Sharjah; Sayjel Patel, assistant professor at the Dubai Institute of Design and Innovation; Rawan Kashkoush, head of programming at Dubai Design Week; Richard Wagner, co-founder and managing partner at Wanders Wagner Architects; Maliha Nishat, director of interior design (global) at Marriott International MEA; Jennie Binchy, design director, Binchy and Binchy Architecture; Martin Dufresne, co-founder and design principal at U+A Architects; Esra Lemmens, design author and curator; and David Lessard, co-founder and design director at H+A.

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INTERIOR DESIGNER OF THE YEAR



1. Andrea Sensoli, design director, SuperFutureDesign

After establishing his design firm in Florence 20 years ago, and having set up a base in Dubai since the last 10 years, Sensoli has worked on some of the biggest names in luxury retail such as Gucci, Sergio Rossi, Yves Saint Laurent, Balenciaga and Alexander McQueen.

2. Julijana Mitic, project director hospitality, Perkins+Will

Mitic is responsible for the creative leadership, team management, design level and quality of the hospitality, mixed-use and residential projects. She champions sustainable design within the studio and has delivered several LEED® Gold, Silver and certified projects.

3. Maja Kozel, principal designer, Maja Kozel Design

The Dutch interior architect runs her eponymous design practice, working on such projects as Pastryology and the Heart of Sharjah.

4. Pallavi Dean, design director, Pallavi Dean Interiors

An architect by training, Dubai-born Dean is the driving force behind her boutique interior architecture firm. Some of her recent projects include the Edelman Dubai office, Shababeek restaurant and Al Rawi cafe and bookstore in Sharjah.

5. Paul Bishop, owner and founder, Bishop Design

Based in Dubai since 1996, Bishop has worked on several hospitality projects, including restaurants such as Caramel, Roberto's Abu Dhabi, Scalini and BOA Lounge & Club.

6. Paula Fay Evans, senior associate, Godwin Austen Johnson

Since joining the firm in 2015, Evans has played an integral role within the interior design department managing the day to day running of the studio as well as being the lead designer on key projects, including residential and hospitality commissions.



LATEST The design group behind new Tesco discount store Jack's

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RETAIL DESIGN WORLD HOME NEWS DESIGN SHOWCASE THE KAPE IN THE DUBAI MALL

12 SEP 2018

Design showcase: The Kape in the Dubai Mall



Matthew Valentine Editor - Retail Design World
Email Matthew

The Kape is a new- and deliberately modest - fashion chain for women in the UAE. It has opened its first store in The Dubai Mall, in the newly extended Fashion Avenue.



Recommended



31 JUL 2018
Design showcase: Basketbolista in The Dubai Mall



23 AUG 2018
UK's first standalone HUGO store opens at Westfield



The store seeks to take a new approach to garments, and in particular to the traditional Abaya.



2 JUL 2018
Harvey Nichols opens refurbished Knightsbridge womenswear department

What's Hot on Retail Design World?

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1
17 SEP 2018
The design group behind new Tesco discount store Jack's



2
14 SEP 2018
Habitat opens first new full size store in a decade



3
17 SEP 2018
Design showcase: Vienna department store for Manufactum



4
14 SEP 2018
Hans Boodt opens London pop-up



5
17 SEP 2018
Australian menu for new London cafe and wine bar



The agency worked to create a calming environment in the store, emphasising the effects of light on materials including travertine stone and epoxy resin.



Sofas and hanging rails are used as decorations to, while the agency has placed a 'chaotic' dressing room at centre stage. It uses metallic screens with a champagne-tinted finish to disguise a large pillar, while creating a modernist feel.





The exterior façade of the store uses experimental materials, with prefabricated cement panels transformed with moulding technology that creates a wave-like pattern and texture.



protruding window gives a fish tank-like view into the store.



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Runway redux: fall fashion + beauty

Bold styles, boutiques and beauty treats ensure a chic transition into autumn.

By Jessica Morris | 07/18/2018



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✉

"I always find beauty in things that are odd and imperfect, they are much more interesting", said Marni Jacobs. With the world just as concerned with reality as they are the runway, this season is about choosing from unabashedly bold prints, patterns and materials that are both nostalgic and nuanced in their conception. Following suit are style destinations designed for those who crave the solace of minimalism without having to sacrifice the pleasures of maximalist details.



Emily Redman



Filly world: belated to gold tones, large tree ring to bring a subtle fall

Feminine mystique

Designed by Natasha Ramsay-Levi, Chloe's **Fall/Winter 2018 Ready-to-Wear collection** presents an image of femininity that's as fluid and alluring as the collection's luxurious 70's-inspired silks blouses, silk jacquard and deconstructed skirts – and as earthy as its cargo pants, metalwork and nuanced equestrian-themed accessories. The message of the designer's second collection for Chloe is decidedly coy and conveyed in a whisper: the only rule is to savour the angst of making your own rules.



Ena leopard-print silk-chiffon blouse



Asymmetric striped silk-blend lamé top, Herma high-waisted woven belted trousers

Prints charming

A favourite of fashion insiders, Ukrainian-born Vienna-based designer Peter Petrov walks to the beat of his own drum. For his Fall/Winter 2018 Ready-to-Wear collection, his rhythm has unmistakable 70's and 80's grooves. Mentored by Raf Simons and Viktor & Rolf and heavily influenced by Viennese modernism, his patterns and palette are striking but balanced with impeccable tailoring, sharp, and structured cuts layered with soft, flowing fabrics. Bonus: stay tuned for their exclusive capsule collection later this autumn in Dubai at The Modist.



Clinique La Prairie's new Centre for Aesthetic Medicine

Inner beauty

Consider them couturiers for the body. The beauty specialists at [Clinique La Prairie](#)'s new Centre for Aesthetic Medicine are dedicated to soothing the senses in the midst of their stunning new contemporary interiors. Dedicated to aesthetic improvements sans the invasiveness of hard medical treatments, their objective is to hydrate, regenerate, renew skin firmness, soften wrinkles and sculpt the body, gradually slowing down the aging process.



Avant-Luxe

Serene, compelling and designed to reimagine the experience of exploring the refined contemporary modest garments of Hanadi al Hawi, [The Kape](#) was designed by architects SUPERFUTUREDESIGN* to be as nuanced as the new brand's breathtaking, disruptive creations. The new boutique in the Fashion Avenue extension of the Dubai Mall features a meaningful minimalist style that uses the power of light to manipulate its earthy and futuristic materials and décor.



Delvaux created 'Le 27' with Vudafieri-Saverino Partners

Portrait of a Lady

Delvaux, the oldest luxury leather goods house in the world, is elevating the art of commerce with their new retail experience in Brussels: 'Le 27'. Milan-based Vudafieri-Saverino Partners transformed a majestic nineteenth-century mansion in the Boulevard de Waterloo shopping district into a space that features the curated touch of a concept store and the aesthetic disposition of an art gallery. Its grand interiors feature Mondrian-style wall displays, baroque finishes and out-centred coloured stripes, as well as museum-worthy art and design pieces created by great contemporary Belgian designers.



Saddle bag in black calf skin



Sling-back high-heeled shoe in wool fabric

Pattern of greatness

Can a bag be revolutionary? If you asked Dior's visionary new creative voice Maria Grazia Chiuri, the sashay of her models answered with a resounding 'yes' – without saying a word. In her brave and optimistic collection, bold prints and patterns are mixed with knits that proudly bear slogans reminiscent of Parisian protests of the 60's – as well as contemporary global uprisings denouncing abuses of power. Chiuri's femininity is strong, educated and fearless. And the message is clear: revolution can come in kitten heels or in leather knee-high boots. But make no mistake, it's coming.



Re-proportioned collarless shirt with layered cuffs, wool wrap skirt, and suspenders



Knitted dress with organic ribs

Urban renewal

Natural beauty never fades. COS's Autumn/Winter 2018 season features new silhouettes and hybrid forms that address two timely themes: the idea of what's real or imagined in nature and processes which refine and define the 'raw'. Juxtaposing cooler urban hues with a natural palette of greens and browns, the collection features altered proportions and ergonomic shapes brought to life with natural and innovative materials that celebrate the elegance of imperfection and the simplicity of rawness.



Vintage view

The best accessories tell a story. Known for their restrained luxury, [Ermenegildo Zegna](#) created their [Autumn/Winter 2018 eyewear](#) collection with an eye to the future and a foot in the past. Inspired by the glamour of the late 60's and early 70's, these sunnies offer a modern spin on round lenses and update the classic square frame. The iconic chevron pattern lasered on the metal temples and vicuña colour insert on the bridge and end pieces gives them instant character.



L'Occitane's new Terre de Lumière Intense Eau de Parfum

Magic of the moonlight

Blame it on the moonlight. Inspired by the romance of the night sky, [L'Occitane](#)'s new Terre de Lumière Intense Eau de Parfum blends the honey and lavender-filled scent of evenings in Provence with warm romantic notes from the Middle East, such as incense and oud. Using only the finest raw materials from their perfumer Givaudan, their captivating scent is a new classic. An extra indulgence: Terre de Lumière Intense Shower Oil and Terre de Lumière Intense Body Lotion.

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Insight

Call out for the Italian Way Product Design Award 2018

The second edition of the award by the Italian beverage company will be presented during Dubai Design Week this year



By Staff Writer

Mon 21 Aug 2018 10:53 AM



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In the lead up to the 2018 Dubai Design Week, design community can expect a number of new initiatives and programmes to look out for this year. One among them is the call out for the Italian Way Product Design Award, which is back for its second iteration. The competition aims to highlight the creative and innovative focus in the UAE.

Bringing together the Italian and Arabic culture, both known for their legendary hospitality and informal gatherings with family and friends, Peroni Nastro Azzurro is set to launch the second edition of The Italian Way Product Design Award.

Historically, Peroni Nastro Azzurro has always been linked to design, including fashion collaborations with Vogue Italia and Antonio Berardi, and product design with Alessi, so launching this emerging talent competition in the UAE was a natural next step for the brand in the region.

The successful first launch of the awards last year has paved the way for more established and budding product designers from the UAE to take part in the competition.

The contest will challenge the region's most creative minds to submit a design that embodies the spirit of conviviality and explores a range of products from modular pieces to imaginative everyday tools.

Entrants to the competition are tasked with designing an object of any scale inspired by traditional crafts and Italian style, that blends with Arab culture and would work for the outdoors.

Multiple designs can be submitted to increase the chance of getting shortlisted for the final award. However, only one item from each participant will be shortlisted. While creativity will make up a major part of the judging criteria for shortlisting the objects, implementation of elements such as innovation, use of unique materials and technology, as well as functionality will also be a deciding factor.

The designs will be judged by an international panel of industry experts including Roberto Palomba from Palomba Sarafini Associati; Giulia Fiumi from Peroni Nastro Azzurro; Andrea Tassinari from SUPERFUTUREDESIGN; Matteo Bernocchi from H&M Investment Group; Alessandro Mauri, Professor Interior Design at the University of Abu Dhabi; Fadi Seredddine from Fadi



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D8 invites submissions from UAE-based designers for new project

Three finalists announced for Urban Commission design competition

The submission deadline is October 3, 2018. The five shortlisted designs from The Italian Way Product Design Award 2018 will be on display at Molecule, Dubai Design District from November 4 to 17, 2018, followed by an invitation-only awards ceremony.

DESIGN COMPETITION

THE ITALIAN WAY PRODUCT DESIGN AWARDS

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CALL OUT THE ITALIAN WAY PRODUCT DESIGN AWARD 2018

CATEGORY: EVENTS AND CONFERENCES

Published: 27 August 2018
Last Updated: 27 August 2018
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Bringing together the Italian and Arabic culture, both known for their legendary hospitality and informal gatherings with family and friends, Peroni Nastro Azzurro is set to launch the second edition of The Italian Way Product Design Award.

Historically, Peroni Nastro Azzurro has always been linked to design, including fashion collaborations with Vogue Italia and Antoni Berardi, and product design with Alessi, so launching this emerging talent competition in the United Arab Emirates was a natural next step for the brand in the region.

The successful first launch of the awards last year has paved way for more established and budding product designers from the United Arab Emirates to take part in the competition.

The contest will challenge the region's most creative minds to submit a design that embodies the spirit of conviviality and explores a range of products from modular pieces to imaginative everyday tools. Entrants to the competition are tasked to design an object of any scale inspired by traditional crafts and Italian style, that blends with Arab culture and would work for the outdoors.

Multiple designs can be submitted to increase the chance of getting shortlisted for the final award. However, only one item from each participant will be shortlisted. While creativity will make up a major part of the judging criteria for short-listing the objects, implementation of elements such as innovation, use of unique materials and technology, functionality, etc. will also weigh in to help contestants win the final prize.

The designs will be judged by an international panel of industry experts including Roberto Palomba; from Palomba Serafini Associati, Giulia Fiumi; from Peroni Nastro Azzurro, Andrea Sensoli; from SUPERFUTUREDESIGN, Matteo Bernocchi; from H&H Investment Group, Alessandra Misuri; Professor Interior Design at the University of Abu Dhabi, Fadi Sarieddine; from Fadi Sarieddine Studio, and Maja Kozel; from Maja Kozel Design.

Submissions must include the following documents, in digital format:

- A concept presentation of your design in a PDF file (maximum limit: 10 MB)
- The presentation must be complete with sketches and images that support your design
- Specifications as to the materials you intend to use, size and dimensions of the product
- CGI in 3D is preferred
- Designer biography
- A high-resolution portrait picture of the designer, complete with photo credits

Entry to the competition is free of charge and submissions are to be sent to TheItalianWay@earlemmens.com

Alias will collaborate with the winner of the prize to develop and produce a prototype of the actual product. Intellectual Property Rights of the project sent for submission belong to the participant designer. This is inclusive of pre-selection, shortlisting, production and post-production.

Alias will possess rights to the final prototype only. Both parties can regulate the matter through individual agreements if the possibility for further use arises. Peroni Nastro Azzurro #TheItalianWay and partners reserve the right to advertise the winning project in any future stages of development.

The last date for submitting the entries is October 3, 2018.

The judges will announce the top five finalists on October 9, 2018.

The five shortlisted designs from The Italian Way Product Design Award 2018 will be on display at Molecule, d3, Dubai from 4th – 17th November. The winner will be announced at the invitation-only Awards Party on the evening of the 14th taking place at the same venue. Together with internationally known figures and creative designers from the region we celebrate their talents and understanding of Italian and Arabic Design, culture, and tradition.

Source: [Eara Lemmens Agency](#)

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NEWS

Calling all designers!

Enter to win The Italian Way Product Design Award, presented during Dubai Design Week.

Joanna Motina · 31.10.2018



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Known for their stylish collaborations with top designers, such as Antoni Berardi and Alessi, Peroni Nastro Azzurro is returning to Dubai for the second edition of their The Italian Way Product Design Award. Scheduled to be presented during Dubai Design Week, they are collaborating with Dubai's own SUPERFUTUREDESIGN*

The successful first launch of the awards last year has paved way for more established and budding product designers from the United Arab Emirates to take part in the competition.

The last date for submission: 3 October. The judges will announce the top five finalists on October 9, 2018.

The five shortlisted designs will be on display at Molecule, in d3, from 4 – 17 November.

Entry to the competition is free of charge and submissions are to be sent to
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EXTRA

Shortlisted Candidates for the Italian Way Product Design Award 2018 announced

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WHAT: The deadline for submitting designs for The Italian Way Product design Award 2018 has passed and

the five finalists and their best designs are announced

VENUE: Molecule, Building 6 at Dubai District Design

DATE: Wednesday 14th November 2018

Dubai – As we slowly approach the month of November, preparations for the award ceremony are underway.

Peroni Nastro Azzurro is launching the second edition of The Italian Way Product Design Award. The contest challenged the region's most creative minds to submit a design that embodies the spirit of conviviality and explores a range of products from modular pieces to imaginative everyday tools. Entrants to the competition were tasked to design an object of any scale inspired by traditional crafts and Italian style, that blends with

Arab culture and would work for the outdoors.

After a successful first event last year when they received numerous submissions, the award has paved way

for even more established and budding product designers from the United Arab Emirates to take part in the

competition.

Historically, Peroni Nastro Azzurro has always been linked to design, including fashion collaborations with Vogue Italia and Antoni Berardi, and product design with Alessi, so launching this emerging talent

competition in the United Arab Emirates was a natural next step for the brand in the region. The shortlisted candidates for this year include Elizabeth Valkovics, Ammar Kalo, Joud Malhas, Ruchi Joshi, and

design collective Caravan, which comprises Ivan Parati, Emanuela Corti, and Filippo Corrado.

Elizabeth Valkovics, an interior designer who has experience from completing projects in Baku, Dubai, and

Bangkok, and has created the 'Shams Lounger'. The outdoor lounge reflects the Italian attitude of effortless

style and combines it with Arabian hospitality, which is deeply linked to nature and informality.

Ammar Kalo, is an Assistant Professor at the University of Sharjah, where he received undergraduate

education, before going to the University of Michigan to receive a Master's Degree in the Science of

Architecture. His design, the 'Jalsa' is a result of inspiration from traditional Arabic Majlis seating. It imitates a

similar comfort with its cushions, but its distinct design tells a story of Italian elegance.

Because of her passion for Art, Joud Malhas has a multifaceted career in design; whether it's architecture,

spatial or furniture design – she's done it all. For her, Italian design shows amazing craftsmanship, functionality,

and an effortless style. She wanted to converge this with the relaxed and casual theme of Arabic gatherings.

Thus, she created her hybrid piece, "the Italian Majlis".

Ruchi Joshi holds over seven years of experience in the field and studied design from Gujrat University. The

Indian-born designer was motivated to create a combination of Arabic language and Western cultures. Her

design

"BiForm" holds the theme of migration and a perfect embodiment of it would be conventional tents. These

are highly practical, and the realism and flexibility make it ideal.

Ivan Parati has displayed interest in all fields of design, whether it's product design, interior architecture or the

visual arts. An industrial designer by profession, he continues to lean towards new opportunities to express

creativity. Italian designer Emanuela Corti holds experience in textile and furniture design.

Her

multidisciplinary skillset is what helps her teach courses at the Ajman University of Science and Technology.

Interior and product designer Filippo Corrado studied from Accademia di Brera in Milan and used a variety of

design techniques. While still new to the region's design scene, he shows amazing potential, which is proven

by his contribution to designing "Cavero". Together, the Caravan design collective created the Cavero, add the

Arabic detailing of hospitality through things like coffee, charcoal, and a fire pit. The fire pit, which plays a role

in Italian culture as well, is exhibited as the informal centerpiece, which brings together family and friends to

share stories.

Aside from the exhibition of the finalist's design that will be on display at Molecule in the Dubai Design District

during Dubai Design Week, and the exclusive award party, this year's contestants have more to look forward

to. This year's addition is the new prize 'People's Choice Award'; design enthusiasts and experts can vote for

their favorite design through Instagram (@theitalianwayuea), giving all the contestants an equal chance of

winning and gaining exposure.

The designs will be judged by an International panel of industry experts including Roberto Palomba; from

Palomba Serafini Associati, Andrea Sanguineti of Alias, Giulia Fiumi; from Peroni Nastro



Azzurro, Andrea
Sensoli; from SUPERFUTUREDESIGN*; Matteo Bernocchi; from H&H Investment Group,
Alessandra Misuri;
Professor Interior Design at the University of Abu Dhabi, Fadi Sanieddine; from Fadi
Sanieddine Studio, and
Maja Kozel; from Maja Kozel Design.
The winner will be approached by Alias, one of the most consolidated names of Italian

design, to realize a
prototype of their design.

The awards event will take place during Dubai Design Week, on November 14th at Molecule
in the Dubai
Design District.

Members of the region's design community are looking forward to the event as an
opportunity to network,
connect and discover the region's talent. A prominent event, celebrating design and Italian
style attended by
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LIFESTYLE 1 DESIGN AND ARCHITECTURE

The finalists for the second 'The Italian Way Product Design Awards' have been announced

See who made the cut

Text: *Meeran Mekkaoui*

Image: *Supplied*

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The finalists for the second edition of The Italian Way Product Design Awards have just been announced...

With the latest edition of [Dubai Design Week next month](#) comes a new exciting line-up of art exhibitions, cultural experiences and design-focused pop-ups across the city.

One such event is The Italian Way Product Design Awards, which was established to bring together some of the Middle East's most creative minds to design a masterpiece that embodies good nature.

With less than a month go until the prestigious event takes place, the shortlisted finalists have been announced and they've been tasked with designing a piece "inspired by traditional crafts and Italian style, that blends with Arab culture and would work for the outdoors", according to the official press release.

The shortlisted candidates that made the cut this year are Elizabeth Valkovics, Ammar Kalo, Joud Malhas, Ruchi Joshi, and design collective Caravan, which includes Ivan Parati, Emanuela Corti and Filippo Corrado.

See some of their pieces below...



01 / 05

Elizabeth Valkovics – 'Shams Lounger'

The winner of The Italian Way Product Design Awards will be announced on November 14, 2018, at Dubai Design District during Dubai Design Week.

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LIFESTYLE

The Italian Way Product Design Award: the 5 finalists



By Press staff

Published on October 24, 2018



COMMENT

Cavero, a modern brazier that brings together the idea of fire, conviviality and coffee, habits that unite Italy and the Gulf countries; *Jalsa*, sessions inspired by the Arab Majlis and Italian design; *BiForm*, light curtains born from the idea of migration and from the mixed Western and Arab cultures; *Shams Lounger*, an outdoor living room that combines Italian and Arab tradition; *The Italian Majlis*, low modular armchairs, in Arabic style, which reflect the all-Italian idea of chatting with friends.



These five design projects are signed by the finalists of the second edition of the *Italian Way* product design award prize organized by Peroni Nastro Azzurro during the Dubai Design Week: the collective Caravan (Ivan Parati, Emanuela Corti and Filippo Corrado), Ammar Kalo, Ruchi Joshi, Elizabeth Valkovics and Joud Malhas.



The designers - the competition was open only to residents in this region - were called to create objects of daily use inspired by traditional craftsmanship and Italian style, but which somehow merged with Arab culture.

The projects will be judged by an international group of experts, but - this year for the first time - the public can also express their preference, thanks to the *People's Choice Award*, voting on Instagram (@theitalianwayuae).

The winner, thanks to the collaboration with Alias, one of the best known names in Italian design, will be able to realize the prototype of his project.

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The five works will be presented during an exhibition in Molecule, Dubai Design District (Building 6), where the awards ceremony will also be held on 14 November.



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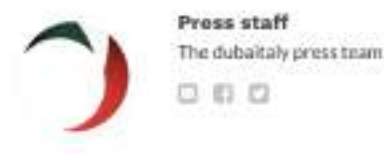
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Finalists revealed for Italian Way Product Design Award 2018



by Staff Writer

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Finalists have been revealed for the second edition of the Italian Way Product Design Award that tasks designers in the UAE to create a design object of any scale inspired by traditional Emirati crafts and Italian style, with this year looking at objects that can be used outdoors.

The shortlisted candidates of this year's prize includes Elizabeth Volkovics, Armin Kalo, Joud Mahas, Ruchi Joshi, and design collective Civiawi, which comprises Ivan Pirelli, Emanuela Corti, and Filippo Corrado.



Shams Lounge by Elizabeth Volkovics

Elizabeth Volkovics developed an outdoor lounge called the 'Shams Lounge' that reflects the Italian attitude of effortless style mixed with regional inspiration such as fishermen's netting and geometric patterns.



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Jasle by Ammar Kolo

Ammar Kolo's 'Jasle' is inspired by traditional Arabic Majlis seating, imitating a similar comfort with its cushions, but its distinct design tells a story of Italian elegance.

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Italian Majlis by Joud Malhas

Another piece inspired by the Majlis is Joud Malhas' 'Italian Majlis' relaxed seating design, which brings to the fore the craftsmanship, functionality, and effortless style of Italian design.



Biform by Ruchi Joshi

Designer Ruchi Joshi has created a piece called 'Biform' that is inspired by conventional tents, integrating practical and flexible design principles.



Covers by Caravan

The Caravan design collective created the Covero, focusing on the idea of hospitality through things like coffee, charcoal, and a fire pit. The fire pit, which plays a role in Italian culture as well, is exhibited as the informal centrepiece, which brings together family and friends to share stories.

The designs will be judged by an international panel of industry experts including Roberto Palomba; from Palomba Serafini Associati, Andrea Sanguineti of Alias, Giulia Fiumi from Peroni Nastro Azzurro, Andrea Sensoli; from SUPERFUTUREDESIGN*, Matteo Bernocchi, from H&H Investment Group, Alessandra Misuri; Professor Interior Design at the University of Abu Dhabi, Fadi Saeedine; from Fadi Saeedine Studio, and Maja Kozel, from Maja Kozel Design.

The awards event will take place during Dubai Design Week; on November 14th at Molecule in the Dubai Design District, with Alias producing a prototype of the winning design.

THE ITALIAN WAY PRODUCT DESIGN AWARDS

DUBAI DESIGN WEEK

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PERONI ITALY #THEItalianWAY PRODUCT DESIGN AWARD 2018

The Italian Way Design Award Competition 2018



Peroni Nastro Azzurro's The Italian Way Product Design Award invited the region's most creative minds to submit a design that embodies the spirit of conviviality and explores a range of products from modular pieces to imaginative everyday tools. Entrants to the competition were asked to design an object of any scale, inspired by traditional crafts and Italian style, that blended with Arab culture and would also work for the outdoors.

While creativity made up a major part of the judging criteria for shortlisting, implementation of elements such as innovation, use of unique materials and technology and functionality, also weighed in.

The five shortlisted designs from The Italian Way Product Design Award 2018 will be on display at Molecule, d3, Dubai from 4th to 10th November. And the winner will be announced at the invitation only awards party taking place at the same venue on the evening of the 14th.

Date/Time: 14th November 2018 - 8:00PM to 10:00PM

Venue: Molecule, Dubai Design District

The Five Finalists

As the second edition of the Italian Way Product Design Award night approaches, we share with you the shortlisted candidates (in no particular order).

One of these five finalists will take away the coveted award, after a thorough and comprehensive decision making process by an international panel of industry experts, including Roberto Palomba from Palomba Serafini Associati, Andrea Sanguineti of Alias, Giulia Fiumi from Peroni Nastro Azzurro, Andrea Sensoli from SUPERFUTUREDESIGN*, Matteo Bernocchi from H&M Investment Group, Alessandra Misuri Professor Interior Design at the University of Abu Dhabi, Fadi Sarieddine from Fadi Sarieddine Studio, and Moja Kozel from Moja Kozel Design.

Here is the talent and their design entries:



Ruchi Joshi

Based on the conventional Arabian tent, Ruchi Joshi's Tensile Fabric Mesh Tent is made of material that is super lightweight but durable, as well as 100 percent recyclable. It allows natural light while glare and heat are reduced, and digital printing options allow customisation and improve aesthetics.



Joud Malthas

The Italian Majlis celebrates ethnic design by deconstructing its patterns into functional elements. A moveable backrest allows for an agile, multi-directional sofa. And the stem of the 'Umbrella' is modelled after a banana leaf and made of a bimetallic strip. Under heat, the metal expands to form a slight bend, thereby creating more shade. The top can also be used as a table.



Ivan Parati

In Italian culture the domestic fireplace is a place for gathering and storytelling, and where the family gathers around. While this is an architectural feature, its Arabic counterpart, thanks to their nomadic tradition, is a movable piece that is also flexible in its use. It is often called mangaf and can be used to prepare charcoal for the shisha, grill some skewers, or keep your coffee warm. The Caverna can be used indoors and even on a carpeted area as it is elevated from the ground, as well as in a majlis outdoors.

Elizabeth Valkovics

Elizabeth Valkovics' entry is inspired by Arabian hospitality, whilst also celebrating Italian traditions of craft, effortless style and innovation. The Shams Lounge Chair offers local references, including fishermen's netting and modern Arabic patterns, as well as Baharat spice blends and brightly coloured regional fabrics.



Ammar Kalo

Inspired by Arabic Majlis seating, Jalsa is a low outdoor lounge chair. Being only 15cm off the ground, the Jalsa seat is designed to mimic the humble nature of an Arabic Majlis cushion and meld it with the elegance of Italian design. It is ergonomically comfortable and offers a unique way to relax after a long day. Jalsa can be used anywhere outdoors – on the grass, on sand, and on hard surfaces. And its profile allows it to be stackable, thus saving space.



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Shortlisted Candidates for the Italian Way Product Design Award 2018

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WHAT: The deadline for submitting designs for The Italian Way Product design Award 2018 has passed and the five finalists and their best designs are announced!

VENUE: Molecule, Building 6 at Dubai District Design

DATE: Wednesday 14th November 2018



CAVERO by Ivan Parati, Finalist

EVENTS

Peter Moos: Early Paintings Exhibit
April 7 - December 21

Chippendale's Director: The
Designs and Legacy of a Furniture
Maker
May 30, 2018 - January 27, 2019

Biennale Architettura Exhibition
June 11 - November 25

Boris Isch Kitzke: City Dreams
Exhibition
June 11, 2018 - January 1, 2019

Saturnelli: The Art and Science
of Color Exhibition
June 11, 2018 - January 11, 2019

As we slowly approach the month of November, preparations for the award ceremony are underway. Peroni Nastro Azzurro is launching the second edition of The Italian Way Product Design Award. The contest challenged the region's most creative minds to submit a design that embodies the spirit of conviviality and explores a range of products from modular pieces to imaginative everyday tools. Entrants to the competition were tasked to design an object of any scale inspired by traditional crafts and Italian style, that blends with Arab culture and would work for the outdoors.

After a successful first event last year when they received numerous submissions, the award has paved way for even more established and budding product designers from the United Arab Emirates to take part in the competition.

Historically, Peroni Nastro Azzurro has always been linked to design, including fashion collaborations with Vogue Italia and Antoni Berardi, and product design with Alessi, so launching this emerging talent competition in the United Arab Emirates was a natural next step for the brand in the region.

The shortlisted candidates for this year include Elizabeth Valkovics, Ammar Kalo, Joud Malhas, Ruchi Joshi, and design collective Caravan, which comprises Ivan Parati, Emanuela Corti, and Filippo Corrado.



Shams Lounger by Elizabeth Valkovics; Finalist

Elizabeth Valkovics, an interior designer who has experience from completing projects in Baku, Dubai, and Bangkok, and has created the 'Shams Lounger'. The outdoor lounge reflects the Italian attitude of effortless style and combines it with Arabian hospitality, which is deeply linked to nature and informality.

Ammar Kalo, is an Assistant Professor at the University of Sharjah, where he received undergraduate education, before going to the University of Michigan to receive a Master's Degree in the Science of Architecture. His design, the 'Jalsa' is a result of inspiration from traditional Arabic Majlis seating. It imitates a similar comfort with its cushions, but its distinct design tells a story of Italian elegance.

Because of her passion for Art, Joud Malhas has a multifaceted career in design; whether it's architecture, spatial or furniture design – she's done it all. For her, Italian design shows amazing craftsmanship, functionality, and an effortless style. She wanted to converge this with the relaxed and casual theme of Arabic gatherings. Thus, she created her hybrid piece, "the Italian Majlis".

Ruchi Joshi holds over seven years of experience in the field and studied design from Gujrat University. The Indian-born designer was motivated to create a combination of Arabic language and Western cultures. Her "BiForm" holds the theme of migration and a perfect embodiment of it would be conventional tents. These are highly practical, and the realism and flexibility make it ideal.

Ivan Parati has displayed interest in all fields of design, whether it's product design, interior architecture or the visual arts. An industrial designer by profession, he continues to lean towards new opportunities to express creativity. Italian designer Emanuela Corti holds experience in textile and furniture design. Her multidisciplinary skillset is what helps her teach courses at the Ajman University of Science and Technology. Interior and product designer Filippo Corrado studied from Accademia di Brera in Milan and used a variety of design techniques. While still new to the region's design scene, he shows amazing potential, which is proven by his contribution to designing "Cavero". Together, the Caravan design collective created the Cavero, add the Arabic detailing of hospitality through things like coffee, charcoal, and a fire pit. The fire pit, which plays a role in Italian culture as well, is exhibited as the informal centerpiece, which brings together family and friends to share stories.

Aside from the exhibition of the finalist's designsthat will be on display at Molecule in the Dubai Design District during Dubai Design Week, and the exclusive award party, this year's contestants have more to look forward to. This year's addition is the new prize 'People's Choice Award'; design enthusiasts and experts can vote for their favorite design through Instagram (@theitalianwayuea), giving all the contestants an equal chance of winning and gaining exposure.

The designs will be judged by an International panel of industry experts including Roberto Palomba; from Palomba Serafini Associati, Andrea Sanguineti of Alias, Giulia Fiumi; from Peroni Nastro Azzurro, Andrea Sensoli; from SUPERFUTUREDESIGN*, Matteo Bernocchi; from H&H Investment Group, Alessandra Misuri; Professor Interior Design at the University of Abu Dhabi, Fadi Sarieddine; from Fadi Sarieddine Studio, and Maja Kozel; from Maja Kozel Design.

The winner will be approached by Alias; one of the most consolidated names of Italian design, to realize a prototype of their design.

The awards event will take place during Dubai Design Week; on November 14th at Molecule in the Dubai Design District.

Members of the region's design community are looking forward to the event as an opportunity to network, connect and discover the region's talent. A prominent event, celebrating design and Italian style attended by internationally known figures, creative designers and experts from the region.

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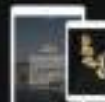


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DISCOVER THE CANDIDATES FOR THE ITALIAN WAY PRODUCT DESIGN AWARD 2018

SATURDAY 27 OCTOBER 2018

NEWS



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Discover The Candidates For The Italian Way Product Design Award 2018 → The five finalist for *The Italian Way Product Design Award* 2018 have been selected! On November 14th, 2018, at the Molecule, Building 6 at *Dubai District Design*, as part of *Downtown Design*, the winner will be announced. Today, *Coveted* brings you an inside look at the work that these five designers selected!

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As we slowly approach the month of November, preparations for the award ceremony are underway. *Peroni Nastro Azzurro* is launching the second edition of *The Italian Way Product Design Award*. The contest challenged the region's most creative minds to submit a design that embodies the spirit of conviviality and explores a range of products from modular pieces to imaginative everyday tools. Entrants to the competition were tasked to design an object of any scale inspired by *traditional crafts* and *Italian style*, that blends with *Arab culture* and would work for the outdoors.

The *shortlisted candidates* for this year include *Elizabeth Volkovics*, *Ammar Kalo*, *Joud Malhas*, *Ruchi Joshi*, and design collective *Caravan*, which comprises Ivan Parati, Emanuela Corti, and Filippo Corrado.



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Elizabeth Valkovics is an award-winning **interior designer** with global experience in Bangkok, Baku and Dubai as well as having her own **design studio** in London. She presented the Shams Lounge Chair, an **outdoor lounge chair** inspired by Arabic hospitality and that celebrates Italian traditions of craft, effortless style and innovation.



Designer **Ammar Kalo** created jalsa, a low outdoor lounge chair. Being only 15cm off the ground, the jalsa seat is designed to mimic the humble nature of an Arabic Majlis cushion with the elegance of **Italian design**. Its posture is ergonomically comfortable and being close to the ground offers a unique way to relax after a long day. It could also have side cushions which would be used between the seats as an armrest.

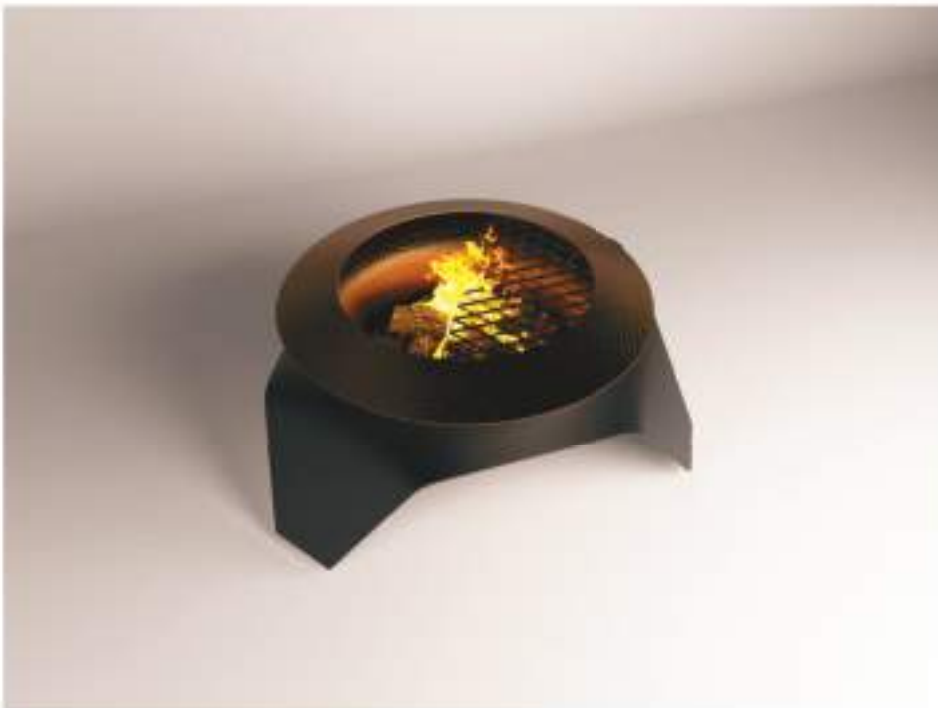


Joud Malhas designed The Italian Majlis, give a touch of Italian style to the Emirati majlis, resulting in a contemporary and functional product with a **refined design**.





BiForm by Ruchi Joshi.



EDITOR'S PICKS



COVETED'S SELECTION OF THE BEST INTERIOR DESIGNERS IN LOS ANGELES

CovetED's Selection of the Best Interior Designers in Los Angeles → Los Angeles is not only



Design collective Caravan designed Cavero, inspired by the fire pits that have a strong social role in Arabic culture. This piece could be used indoor above a carpeted area, well elevated from the ground to avoid burns, but could be taken outside to create an outdoor welcoming space, an outdoor majlis is typical of Gulf tradition for gathering with friends rather than relatives. Another term that is often used in the Gulf region and especially in the Emirates is kuwar that was Italianized to name this project Cavero.

The winner will be approached by **Allos**, one of the most consolidated names of Italian design, to realize a prototype of their design. The awards event will take place during **Dubai Design Week** on November 14th at Molecule in the Dubai Design District.

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NEWS

Bravo! The Italian Way Shortlist

We applaud the designers on their way to The Italian Way Product Design Award 2018.

By Joanne Malone 05/11/2018



Elizabeth Valkovic - Shura Lounger

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We're holding our breath to hear the name of the winner of the second edition of The Italian Way Product Design Award during Dubai Design Week – a collaboration with Peroni Nastro Azzurro and SUPERFUTUREDESIGN*.



While creativity will make up a major part of the judging criteria for short-listing the objects, implementation of elements such as innovation, use of unique materials and technology, functionality, etc. will also weigh in to help contestants win the final prize.



The designs will be judged by an International panel of industry experts including Roberto Palomba; from Palomba Serafini Associati, Andrea Sanguineti of Alias, Giulia Fiumi; from Peroni Nastro Azzurro, Andrea Sensoli; from SUPERFUTUREDESIGN*, Matteo Bernocchi; from H&H Investment Group, Alessandra Misuri; Professor Interior Design at the University of Abu Dhabi, Fadi Sareddine; from Fadi Sareddine Studio, and Maja Kozel; from Maja Kozel Design.

The Products from the Shortlisted Candidates in no specific order:

The designs will be judged by an International panel of industry experts including Roberto Palomba, from Palomba Serafini Associati, Andrea Sanguineti of Alias, Giulia Fiumi, from Peroni Nastro Azzurro, Andrea Senzoli, from SUPERFUTUREDESIGN®, Matteo Bemocchi, from H&M Investment Group, Alessandra Misuri, Professor Interior Design at the University of Abu Dhabi, Fadi Sarriddine, from Fadi Sarriddine Studio, and Maja Kozel, from Maja Kozel Design.

The Products from the Shortlisted Candidates in no specific order:



Ammar Kalo - Jalsa



Ruchi Joshi - BiForm



Ivan Parati, Emanuela Corti, Filippo Corrado - Caverio



Josaf Malhas - The Italian Majlis

See the exhibition during Dubai Design Week:

<https://www.dubaidesignweek.ae/programme/2018/italian-way-product-design-award-exhibition/>

AMMAR KALO - JALSA AWARDS SHORTLIST DUBAI DUBAI DESIGN WEEK

ELIZABETH VALKOVICS - SHAMS LOUNGER EMANUELA CORTI

FILIPPO CORRADO - CAVERIO IVAN PARATI

JOSAF MALHAS - THE ITALIAN MAJLIS RUCHI JOSHI - BIFORM

THE ITALIAN WAY PRODUCT DESIGN AWARDS

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🕒 10:00 AM - 10:00 PM

📍 Dubai Design District (d3)

Show on Map

Peroni Nastro Azzurro presents an exhibition of the five shortlisted designs for the second edition of this competition for emerging design talent which brings together Italian and Arabic cultures.

Italian beer brand Peroni Nastro Azzurro presents the five designs shortlisted for The Italian Way Product Design Award 2018 which brings together Italian and Arabic cultures, both known for their legendary hospitality and informal gatherings with family and friends. The five shortlisted products by the best emerging design talent in the UAE will be on display at Molecule restaurant in d3 (Dubai Design District) from 4th – 17th November. The winner will be announced at the invitation-only Awards Party on the evening of the 14th taking place at the same venue.

For the second edition of this competition, Peroni Nastro Azzurro collaborates with SUPERFUTUREDESIGN* and Alias to challenge the region's most creative minds to submit a design that embodies the spirit of conviviality. The design must work for the outdoors and be inspired by a mix of traditional crafts, Italian style, and Arab culture. The object designed can be of any scale and come from a range of products from modular pieces to imaginative everyday tools.

Entrants will be judged by an international panel of industry experts including Roberto Palomba (from Palomba Serafini Associati); Giulia Fiumi (Peroni Nastro Azzurro); Andrea Sensoli (SUPERFUTUREDESIGN*); Matteo Bernocchi (H&H Investment Group); Alessandra Misuri (Professor of Interior Design at the University of Abu Dhabi); Fadi Sareddine (Fadi Sareddine Studio), and Maja Kozel (Maja Kozel Design).

Further Information

- 🌐 www.esralemmens.com
- 📍 Dubai Design District (d3)
Molecule
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About Peroni Nastro Azzuro

Historically, Italian beer brand Peroni Nastro Azzurro has always been linked to design. In the past it has been involved in fashion collaborations with Vogue Italia and Antoni Berardi, and product design with Alessi. The launch of this emerging talent competition in the United Arab Emirates last year was a natural next step for the brand in the region.

The success of last year's award has paved the way for more established and budding product designers from the United Arab Emirates to take part in the competition.

Gallery



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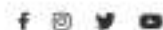
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The Italian Way awards to be presented during Dubai Design Week

The shortlist for the second edition of The Italian Way Product Design award by Peroni Nastro Azzurro has been revealed. The contest challenged the region's most creative minds to submit a design that embodies the spirit of conviviality and explores a range of products — from modular pieces to imaginative everyday tools. Participants were tasked with designing an object of any scale, inspired by traditional crafts and Italian style, which blends with Arab culture and works for the outdoors.

Shortlisted candidates for this year include Elizabeth Valkovics, Ammar Kalo, Joud Malhas, Ruchi Joshi, and design collective Caravan, which comprises Ivan Parati, Emanuela Corti, and Filippo Corrado.

Valkovics, a Dubai-based interior designer, has created the 'Shams Lounger'. The outdoor lounge reflects the Italian attitude of effortless style and combines it with Arabian hospitality, which is deeply linked to nature and informality.

Kalo, assistant professor at the University of Sharjah, has created the 'Jalsa', which is inspired by traditional Arabic majlis seating.

Malhas, a multifaceted designer, presents a hybrid piece, the Italian Majlis, while Indian-born designer, Joshi, created BiForm, which interprets the conventional tent in a contemporary manner.

Italian multidisciplinary collective, Caravan, has worked in various creative disciplines such as product design, interior architecture and the visual arts. The practice has created Caverio, the Arabic concept of hospitality through things such as coffee, charcoal, and a fire pit.

The winning entry will be realised into a prototype by Italian design firm, Alias. Finalists' designs will be celebrated at an awards party at the Molecule restaurant during Dubai Design Week.

This year's addition is the new prize, 'People's Choice Award', which allows design enthusiasts and experts to vote for their favourite design through Instagram (@theitalianwayuae), giving all contestants an



Ammar Kalo



Elizabeth Valkovics



Ruchi Joshi



Joud Malhas



Ivan Parati, Emanuela Corti, and Filippo Corrado



Jalsa by Ammar Kalo



The Italian Majlis by Joud Malhas



Shams Lounger by Elizabeth Valkovics



Caverio by Caravan



BiForm by Ruchi Joshi

equal chance of winning and gaining exposure.

The designs will be judged by an international panel of industry experts, including Roberto Palomba from Palomba Serafini Associati; Andrea Sanguineti of Alias; Giulia Fiumi from Peroni

Nastro Azzurro; Andrea Sensoli from Superfuturesdesign*; Matteo Bernocchi from H&H Investment Group; Alessandra Misuri, professor of interior design at the University of Abu Dhabi, architect Fadi Sarieddine and interior designer Maja Kozel. ☐

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November 29, 2018

Italian Majliss Wins the Italian Way Product Design Award

Bringing together Italian and Arabic culture, both known for their legendary hospitality and informal gatherings with family and friends, Peroni Nastro Azzurro launched the second edition of The Italian Way Product Design Award. The winning project is the Italian Majliss designed by Joud Malhas.



Italian Majliss

Italian Majliss takes basic geometry to create functional furniture through the use of rotation using ball bearing rings that act like hinges around a circular base.



Other participants included Indian-born architect Ruchi Joshi submitted BiForm, a contemporary take on the tent. Inspired by the Arab language and the embracing of Western traditions, the theme of migration is one of the governing metaphors behind the idea of conventional tents. Caverro, submitted by Caravan, celebrates the communal role of the fire pit in bringing people together. Caverro is an updated version of the fire pit that can be manufactured from simple processes, as well as the Shams Lounge Chair by Elizabeth Valkovics represents support and informality. When two or more are together, they symbolize a gathering.

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Dubai: The Italian Way Product Design Award



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To celebrate the timeless essence of **Italian design** with budding and established designers of the **United Arab Emirates**, **Peroni Nastro Azzuro** organized the second edition of **The Italian Way Product Design Award**.

The contest attracted the region's most creative minds to reveal how they can blend their artistic values with Italian culture. The entrants to the competition were tasked to submit an object of any scale, particularly inspired by traditional crafts and Italian style, to be suitable for outdoors.

Peroni Nastro Azzuro marked the event with the collaboration with **SUPERFUTUREDESIGN*** and **Alias**. The contest received an impressive number of submissions from all over the region. From modular concepts to everyday tools, the participants displayed creative pieces reflecting **The Italian Way** style with a mix of conviviality and legendary hospitality.



The best five designs were judged by the international panel of renowned design experts including Roberto Palomba from Palomba Serotini Associati, Andrea Sanguineti of Alias, Giulia Fiumi from Peroni Nastro Azzurro, Andrea Sersoli from SUPERFUTUREDESIGN®, Matteo Bernocchi from H&H Investment Group, Alessandra Misuri Professor Interior Design at the University of Abu Dhabi, Fadi Sarraddine from Fadi Sarraddine Studio, and Maja Kozel from Maja Kozel Design.

The awards event took place during **Dubai Design Week**, on November 14th at Molecule in the Dubai Design District and was attended by internationally known figures, creative designers and experts from the region.

To highlight the innovative and creative focus in the region, the event was also aimed to network the designers of the UAE. The organizer, **Peroni Nastro Azzurro** has always been linked to designs, including the fashion collaborations with Vogue Italia and Antonio Berardi, and product design with Alessi, so launching the second edition in the region was naturally the next step.

Design Gallerist Neel Shukla from Four Seasons Ramesh Gallery presented the trophies designed by SUPERFUTUREDESIGN® to the winners.





The Italian Majlis by Joud Malhas



The Italian Majlis is reinterpreting modern gathering and the spirit of conviviality but overall a celebration of ethnic design by contemporizing it through the deconstruction of its patterns into functional elements.

The judges stated that The Italian Majlis design exquisitely aligns with the innovative concept of 'The Italian Way'.





Joyd will be approached by Alia, one of the most consolidated names of Italian design, to realize a prototype of her design. In addition to that, she will receive a year worth of Peroni's

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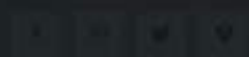


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Dubai-Based Joud Malhas Scoops Up The Italian Way Product Design Award 2018

Malhas, who is constantly intrigued by art and design advancement in the region, added Italian flair to a piece suited for convivial and casual Arab gatherings.



Avid design professional Joud Malhas recently outdid some of the region's most creative minds to win The Italian Way Product Design Award 2018. The Dubai-based victor, who is a Senior Designer at the Fadl Seriedline Design Studio, won for her hybrid piece called "The Italian Majlis."

Surely enough Malhas was beaming away as internationally known figures, creative designers and experts watched her pick up the trophy designed by SUPERFUTUREDESIGN* at the awards event, which took place at Molecule during Dubai Design Week. Alias, one of the most consolidated names of Italian design, will be approaching her to realise a prototype of her design.



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Maihas, who has a multifaceted career in design, with a history working on architectural, spatial and furniture designs, believes Italian design shows amazing craftsmanship, functionality and an effortless style. Inspired by converging this with the relaxed and casual theme of Arabic gatherings, she created "The Italian Majlis".

The ex Lawrie Shabibi Art Gallery Manager's piece reinterprets modern gathering and the spirit of conviviality, but is overall a celebration of ethnic design by contemporising it through the deconstruction of its patterns into functional elements. The judges, an international panel of renowned design experts, felt the design exquisitely aligns with the innovative 'The Italian Way' concept.



"The Italian Majlis" by Joud Maihas

"It's an amazing self-actualisation moment," Maihas said. "I am so happy to know that the judges believed in my design and saw the innovation in it, and I can't wait to see it come to life," the designer, who has a Bachelor of Arts in Interior Design from the American University in Dubai, added.

Maihas, who holds a master's in Strategic Design of Spaces from IE Business School too, was shortlisted with Elizabeth Valkovics, who created the appealing "Shams Lounger," Ammar Kalo and design collective Caravan. Another finalist was Ruchi Joshi, who won the new People's Choice Award prize for her design.



"The Italian Majlis" by Joud Maihas

The second edition of The Italian Way Product Design Award aimed to celebrate the timeless essence of Italian design with budding and established designers from the UAE. Organised by Peroni Nastro Azzuro, the competition had an impressive number of submissions from all over the region. The entrants were tasked with submitting an object of any scale, particularly inspired by traditional crafts and Italian style, to be suitable for outdoors. Whether it was with modular concepts or everyday tools, they displayed creative pieces that blended their artistic values with Italian culture.

BY ROULA ALLAM

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JOUD MALHAS IS THE WINNER OF THE ITALIAN WAY PRODUCT DESIGN AWARD 2018

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Joud Malhas Is The Winner Of The Italian Way Product Design Award 2018 → To celebrate the timeless essence of Italian design with budding and established designers of the United Arab Emirates, Peroni Nastro Azzuro Peroni organized the second edition of *The Italian Way Product Design Award*. The contest attracted the region's most *creative minds* to reveal how they can blend their artistic values with Italian culture. The entrants to the competition were tasked to submit an object of any scale, particularly inspired by *traditional crafts* and *Italian style*, to be suitable for outdoors. The 2018 winner was *Joud Malhas* with The Italian Majlis project.

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Peroni Nastro Azzuro marked the event with the collaboration with *SUPERFUTUREDESIGN** and *Alias*. The contest received an impressive number of submissions from all over the region. From modular concepts to everyday tools, the participants displayed creative pieces reflecting 'The Italian Way' style with a mix of conviviality and legendary hospitality.



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The best five designs were judged by the international panel of renowned **design experts** including **Roberto Palomba**; from Palomba Serafini Associati, **Andrea Sanguineti** of Alias, **Giulia Flumì**; from Peroni Nastro Azzurro, **Andrea Sensi**; from SUPERFUTUREDESIGN®, **Matteo Bernocchi**; from H&H Investment Group, **Alessandra Misuri**; Professor Interior Design at the University of Abu Dhabi, **Fadi Sarieddine**; from Fadi Sarieddine Studio, and **Maja Kozel**; from Maja Kozel Design.



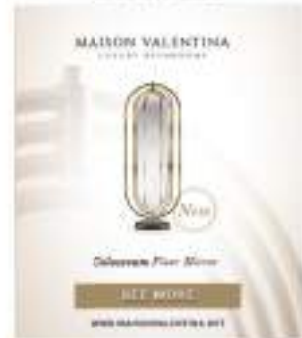
The Italian Majlis is reinterpreting modern gathering and the spirit of conviviality but overall a celebration of **ethnic design** by contemporizing it through the deconstruction of its patterns into **functional elements**. The judges stated that The Italian Majlis design exquisitely aligns with the innovative concept of 'The Italian Way'. Joud will be approached by **Alias**, one of the most consolidated names of **Italian design**, to realize a prototype of her design. In addition to that, she will receive a year worth of Peroni's.



Because of her passion for Art, Joud Mailhas has a multifaceted career in design; whether it's architecture, spatial or **furniture design** – she's done it all. For her, Italian design shows amazing craftsmanship, functionality, and an effortless style. She wanted to converge this with the relaxed and casual theme of Arabic gatherings. Thus, she created her hybrid piece, "the Italian Majlis".



"It's an amazing self-actualization moment. I am so happy to know that the judges believed in my design and saw the innovation in it, and I can't wait to see it come to life" – Joud



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The shortlisted candidates for this year included Elizabeth Valkovics, Ammar Kalo, Joud Malhas, Ruchi Joshi, and design collective Caravan, which comprises Ivan Parazl, Emanuela Corti, and Filippo Corrado. An honourable mention goes to Elizabeth Valkovics and her "Shams Lounger". The judges agreed unanimously that the Shams Lounger has the most beautiful aesthetics.

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Insight

Winner has been announced for the Italian Way Product Design Award 2018

Joud Malhas wins the second edition of the competition, which celebrates the contemporary interpretation of Italian design by budding and established designers in the UAE



by Staff Writer
Last 10 Nov 2018 12:07 AM



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To celebrate the timeless essence of Italian design with budding and established designers of the United Arab Emirates, Peroni Nazario Azzurro organised the second edition of The Italian Way Product Design Award. At an event concluding the results of the contest, Joud Malhas was announced as the winner. The contest challenged some of the most creative minds in the region to explore how they can blend their artistic vision with Italian culture. The entries to the competition were tasked with submitting an object of any scale, particularly inspired by traditional crafts and Italian style, to be suitable for the outdoors.



Peroni Nazario Azzurro collaborated with Dubai-based design firm, Superfuturedesign*, and Italian company, Alias. The best five designs were judged by an international panel of industry experts including Roberto Peronesi, from Polimbo Sorokki Associates, Andrea Sangonini of Alias, Giulia Furlan from Peroni Nazario Azzurro, Andrea Sensi from Superfuturedesign*, Matteo Bernocchi from H&M Investment Group, Alessandro Mouri, professor of interior design at the University of Abu Dhabi, Fadi Saeedline from Fadi Saeedline Studio, and Maya Kozel from Maya Kozel Design.



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The Italian Majlis by Malhas is a modern interpretation of gathering and the spirit of conviviality, but overall a celebration of ethnic design by contemporising it through the deconstruction of its patterns into functional elements. The winning entry will be produced as a prototype by Alias.



The judges stated that The Italian Majlis design exquisitely aligns with the innovative concept of 'The Italian Way'.

Accepting her award at a celebratory party held at the Molecule restaurant on the fringes of the Dubai Design Week, Malhas said: "It's an amazing self-actualisation moment. I am so happy to know that the judges believed in my design and saw the innovation in it, and I can't wait to see it come to life."

The other shortlisted candidates for this year included Elizabeth Valkovics, Ammar Kalo, Joud Malhas, Ruchi Joshi, and design collective Caravan, which comprises Ivan Parati, Emanuela Corti, and Filippo Corrado.

An honourable mention was given to Elizabeth Valkovics and her "Shams Lounger". The judges agreed unanimously that the Shams Lounger has the most beautiful aesthetics.



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