

The Middle East's architecture, design, interiors + property magazine

identity[®]

ISSUE 178
YEAR SIXTEEN
JULY + AUGUST 2018
A MOTIVATE PUBLICATION



Wellness havens: fabulous bathing spaces

Perfect angles: the ultimate ocean front villa

Colour mix: pioneering master of paint

Clear and pure: French nouvelle classics

Dubai's tables: delicious-looking restaurants

DHS 25.00 OR 2.70 BD 2.60
SR 25.00 KD 2.10



6291100741137



*Pure Freude
an Wasser*

GROHE



PERFECT **MATCH**

GROHE CERAMICS MADE TO MATCH
IN FORM AND FUNCTION

It isn't easy to find the perfect bathroom configuration. But with GROHE Cube Ceramic it couldn't be simpler. All ceramics are designed and engineered to harmonize perfectly with faucets, showerheads and sanitary systems. Also discover GROHE Bau Ceramic and GROHE Euro Ceramic. www.grohe.com

ROOM FOR IMAGINATION

Wall and Floor : MAXIMUS BLU DEL BELGIO
Sanitaryware : RAK-METROPOLITAN BACK TO WALL RIMLESS WC AND BIDET
RAK-ECOFIX CABINET CISTERNS
RAK-FEELING SHOWER TRAY WHITE, 170X70



RAKCERAMICS.COM



Materials that
inspire ideas.
Shapes and hues
designed to freely
express your style.
Unique and
inspiring products
with unlimited
choice.
RAK Ceramics
gives you limitless
imagination.

RAK
CERAMICS



Cape Reed
international

BESPOKE CONSTRUCTION • MAJLIS • PERGOLAS • TIMBER DECKING • BALUSTRADES

mideast@capereed.com • +971 434 17452 • www.capereed.com

Exclusive Living. Naturally

JULY + AUGUST 2018

identity®



Diabla's 356 table chaiselongue designed by José A. Gandía-Blasco Canales and Pablo Gironés



HERMES AT FOURISALONE

19



PHOTO: CALVA REAL ESTATE SL

24



30

FEATURES

24 Mallorca breeze

Carmen Pujol has created a light, soothing interior for Villa Bendinat, a Mediterranean contemporary residence

30 Elevated thinking

Diane Thorsen, Principal of Perkins+Will's Dubai studio, reflects on her passion and the power of collaborative design

48 Colour master

Abdullah Al Atrash explains how his family has maintained MAS Paint's reputation for service and quality for 30 years

56 Bella cucina!

Interior designer Paul Hecker explains how GIA Dubai is bringing 'la dolce vita' to the New Fashion Avenue

59 Silver lining

Managing Director of Puiforcat, Nicolas Cantenot celebrates the opening of the brand's new design destination in Dubai

62 Crystal clear

Jérôme de Lavernolle of Saint-Louis on how the maison illuminates the city with its vision of contemporary luxury

65 Waterfall

The impressive new Dubai showroom of award-winning Grohe is dedicated to elevating the art of the bath

66 Kitchen perfect

Gaggenau's new showroom is bringing the luxury brand's 333-year-old spirit of ingenuity to the pulse of Dubai



MARBLE | GRANITE | ONYX | TRAVERTINE | LIMESTONE | SANDSTONE



GLAZE
granite & marble tr- est

P.O.Box: 24552, Sharjah, UAE. Tel.: +971 6 5353 123, Fax: +971 6 5353 818 | email: info@glazeuae.ae
P.O.Box: 32936, Abu Dhabi, UAE. Tel.: +971 2 5502 390, Fax: +971 2 5502 391 | Toll Free 800 GLAZE (45293)

w w w . g l a z e . a e

identity®

ISSUE 178

EDITOR-IN-CHIEF

Obaid Humaid Al Tayer

MANAGING PARTNER AND GROUP EDITOR

Ian Fairservice

EDITORIAL DIRECTOR

Gina Johnson | gina@motivate.ae

GROUP EDITOR

Catherine Belbin | catherine@motivate.ae

EDITORIAL ASSISTANT

Roshelyn Panlilio | roshelyn.panlilio@motivate.ae

DESIGNER

Hannah Perez | hannah.perez@motivate.ae

GENERAL MANAGER - PRODUCTION

S Sunil Kumar | sunil@motivate.ae

PRODUCTION MANAGER

R Murali Krishnan | muralik@motivate.ae

CHIEF COMMERCIAL OFFICER

Anthony Milne | anthony@motivate.ae

SALES MANAGER

Micheline Leon | micheline.leon@motivate.ae

SALES MANAGER

Lionel Matthews | lionel.matthews@motivate.ae

CONTRIBUTORS:

Steve Hill | **Joanne Molina** | **Max Tuttle**



Online digital subscription: www.magzter.com



www.facebook.com/dubai.identitymagazine



MOTIVATE

Head Office: Media One Tower
PO Box 2331, Dubai, United Arab Emirates
Tel: +971 4 427 3000, Fax: +971 4 428 2260
E-mail: motivate@motivate.ae

Motivate Publishing FZ LLC
Office 508, 5th Floor, Building 8
Dubai Media City, United Arab Emirates
Tel: +971 4 390 3550, Fax: +971 4 390 4845

Abu Dhabi: PO Box 43072
United Arab Emirates
Tel: +971 2 677 2005 Fax: +971 2 677 0124
E-mail: motivate-adh@motivate.ae

London: Acre House, 11/15 William Road,
London NW1 3ER
United Kingdom
E-mail: motivateuk@motivate.ae

motivatepublishing.com

Member of



Printed by Emirates Printing Press, Dubai

SEYCHELLES RUG BY ILLULIAN

DESIGN FORMULA



35

Looking good

The contemporary bathroom offers a fresh focus on beauty and wellbeing

LIFESTYLE + PROPERTY



51

id LIFESTYLE

+ Antennae
+ Forum

REGULARS

- 11 Editorial
- 68 Forum
- 72 Books
- 74 Icon / QE2

IDENTITY NEXT ISSUE SEPTEMBER 2018

- ◆ Claire Craig's Dubai renaissance
- ◆ Patricia Moroso's design philosophy
- ◆ Inspirational homes for the holidays
- ◆ Too much work, not enough play?
- ◆ And much, much, more...

All prices quoted in **identity** are correct at the time of going to press.

Airblade™ hand drying technology in a tap. Wash and dry hands at the sink.

With Airblade™ technology in a tap, hands can be dried at the sink in just 14 seconds. There's no need for users to move to a separate drying area, so no water is dripped on the floor.



For more information:
04 350 7877
www.dyson.ae

dyson airblade wash+dry

Summer plans...

It's summer time and we should all be thinking about lazing on a beach with a good book; but as this is Dubai, the city that never seems to sleep, many people appear to be working around the clock to make sure that new projects are finished on time...

For the best part of this year retailers have been feeling the pinch but that has not preventing a handful of entrepreneurs pushing forward with new showrooms and display areas.

At the heart of the health and wellness movement, the bathroom sector seems to be attracting the most attention as retailers see the benefit in updating the appearance of their outlets.

Bagno Design, the brand that has held court here for more than 20 years, is opening its new über-practical Aquazone Superstore on Umm Suqeim Street. Incorporating a warehouse that's conveniently situated at the back of the showroom, the new centre will offer hassle-free shopping by allowing people to order on line and collect.

Casa Mia Building Materials Trading is planning a much grander approach and the brand's new 4925-square metre showroom promises to be a design destination in itself.

Meanwhile, Japanese bathroom specialist Toto, best known for its *Washlet* smart toilets, will continue 2018 with the refurbishment of its showroom in Salah Al Din Street – the traditional centre of Dubai's sanitary ware district. The sleek new-look showroom is expected to debut in late August, and the new collections presented at Salone Internazionale del Bagno will be featured.

Sultaco – a pioneer of the sanitary ware sector in the UAE, having opened over 50 years ago – is also putting the finishing touches to its new state-of-the-art showroom in d3.

Meanwhile, the region's first Furnishings Mall is under construction on Umm Suqeim Street. Designed by Lacasa and with fit-out by regional leader Abanos, the multi-floor complex is expected to open next year. It is poised to be another convenient one-stop-shop for furniture and accessories.

Gusto Furniture is also preparing for a new showroom launch, and Natuzzi/Western Furniture is also going for a revamp look with a new façade and more...

The **id** team is joining hands with a number of top design companies to present a design day at the new Miele Experience Centre in July – follow us on social media for more information.

Meanwhile, please don't forget to enter your best projects of the past year in the **identity** Design Awards 2018. You can download the application form from our website. The deadline for entries is 19 August.

For those of you who will be here this summer, a trip down memory lane to the banks of Dubai Creek is recommended to see the two new Jumeirah House hotels and take a stroll through the Al Seef area, part of which is a recreation and extension to the historic Al Fahidi wind tower area...

After more than a year and a half of renovations following the New Year's Eve fire, The Address Hotel has been reopened with a new look and is once again a highlight of the Downtown area.

Happy holidays,



PS. Please don't forget to follow us on Facebook and Instagram!



Turn to page 50 for more information on how to enter. identitydesignawards.com

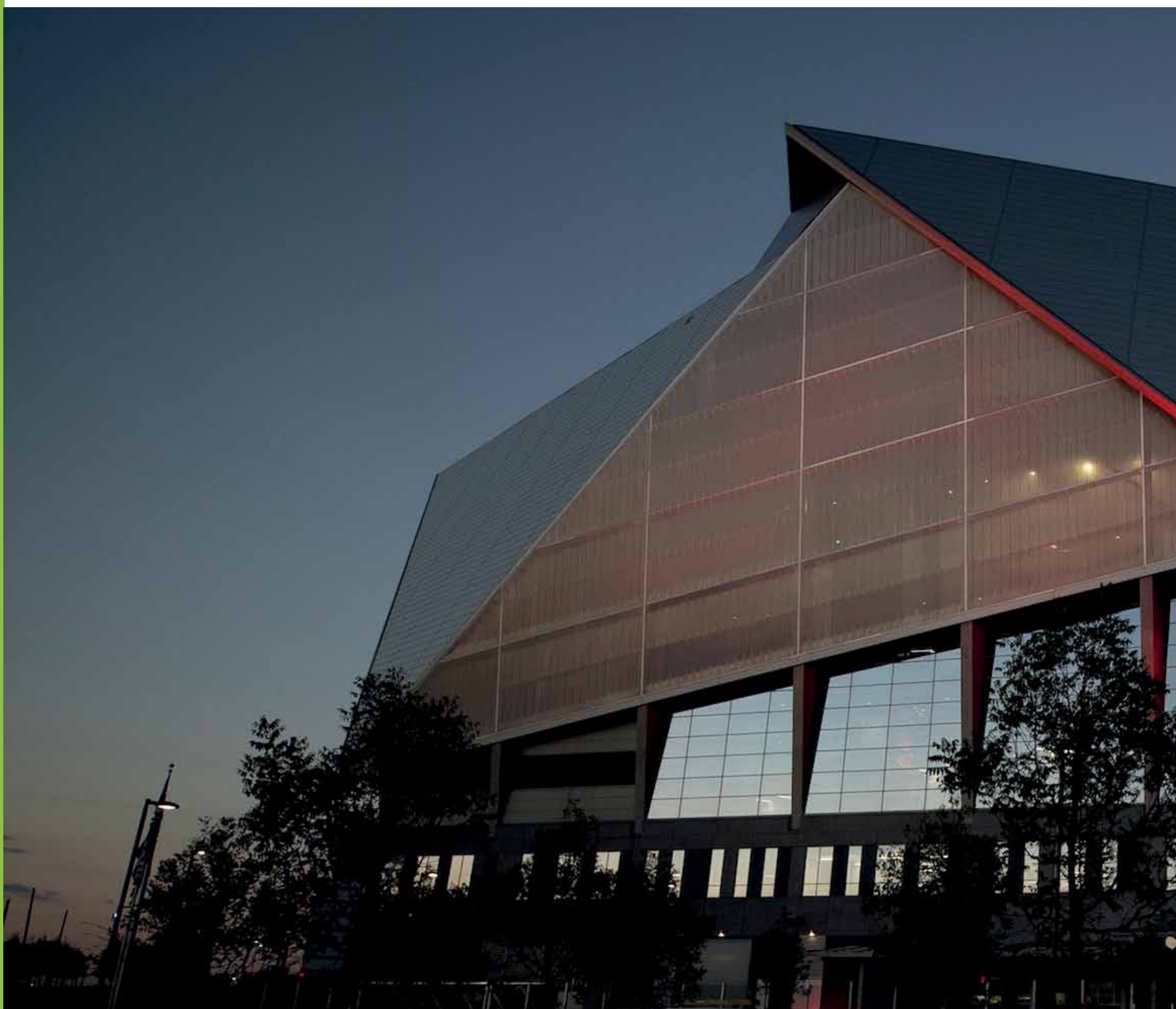


Group Editor Catherine Belbin

Raising the bar

The Mercedes-Benz Stadium in Atlanta is setting new sustainable design standards, LEGO is making its iconic plastic bricks from sugar cane leaves, bushes and trees, while Cambodian cement bags are being used to create fashionable backpacks and training shoes.

TEXT: STEVE HILL



POWERFUL PLATFORM

The Mercedes-Benz Stadium in Atlanta has broken new ground by being awarded Leadership in Energy and Environmental Design (LEED) Platinum certification.

The home of the NFL's Atlanta Falcons and MLS side Atlanta United received the highest LEED score ever given to a sports venue thanks to a wide-ranging list of sustainable design features including a highly advanced storm water management system.

Partnership agreements have been reached with organisations such as Trees Atlanta to share captured rainwater for

irrigation while 47% less fresh water is used than baseline standards because of water-efficient fixtures and a conservation infrastructure.

Another impressive feature of the HOK-designed structure is the fact that it is home to some 4000 solar PV panels which generate enough renewable energy to power nine Atlanta Falcons games or 13 Atlanta United matches.

The use of LED lighting – which last ten times longer than standard lights – has reduced energy use by as much as 60%.

And the stadium accommodates EV charging stations with the capacity to boost 48 electric cars simultaneously.

Arthur Blank, the owner and chairman of Atlanta Falcons and Atlanta United, said: "We set a goal of achieving the highest LEED rating because it was the right thing to do for our city and the environment.

"With this achievement, we have a powerful new platform to show to the industry and to our fans that building sustainably and responsibly is possible for a venue of any type, size and scale."





GREEN FOR GO

LEGO has started making its iconic plastic building elements from sustainably sourced sugar cane leaves.

These sustainable elements are turned into a soft, durable and flexible polyethylene plastic, and those produced in this way are technically identical to elements produced using conventional plastic.

The new bricks will initially make up between one and two per cent of the plastic elements

produced by LEGO, with the Danish toy giant aiming to be fully sustainable by 2030.

Tim Brooks, Vice President, Environmental Responsibility at the LEGO Group, said: "Children and parents will not notice any difference in the quality or appearance of the new elements, because plant-based polyethylene has the same properties as conventional polyethylene.

"We are proud that the first LEGO elements made from sustainably sourced plastic are in production and will be in LEGO boxes this

year. This is a great first step in our ambitious commitment of making all LEGO bricks using sustainable materials."

The LEGO Group has partnered with WWF to support and build demand for sustainably sourced plastic.

Alix Grabowski, Senior Programme Officer at WWF, said: "It is essential that companies in each industry find ways to responsibly source their product materials and help ensure a future where people, nature and the economy thrive."



PYJAMA SCHEME

Westin has launched a scheme to collect, process and reweave hotel bed linen into pyjamas which are being distributed to children in homeless shelters across the world.

The company has teamed up with NGO Clean the World to develop the project which, in its first five months, saw 50 Westin hotels submit around 14,000 kilograms of material for upcycling.

Shawn Seipler, Founder and CEO, Clean the World, said: "Upcycling sheets into children's pyjamas has never been done before.

"Westin's programme represents a phenomenal effort to continue to improve children's health and create a more sustainable future."

Westin worked with San Francisco-based Venables Bell & Partners to conceive and design the pyjamas, which feature the brand's signature colour palette of zest, mint and flax (grey), as well as an illustration of a child rising over a moon with a book.

The clothes are being distributed in cities around the world, from Cape Town and Mexico City to New York and Toronto.



Woodfloors Middle East LLC
P.O.Box: 390957, Dubai, UAE
Tel: +971 4 3386678
Fax: +971 4 3386675
Email : Info@lobolistone.com

Product - Oak Honey Rustic



www.woodfloors.ae
Natural . Sustainable . Desirable

SUSTAINABLE SOLUTION

Dutch company KarTent has come up with a sustainable solution to the problem of thousands of tents being abandoned each year by festival-goers.

The firm estimates that in the Netherlands alone some 25,000 tents a year are left behind on camp sites by people who simply cannot be bothered to pack up and take them home.

Most of these cheap tents will end up in landfill, a fact that led KarTent to design a cardboard tent which can be fully recycled after it has been used.

It is claimed that this tent can absorb up to 400% of its own weight in water and still retain its structural integrity, while it is also more energy-efficient to produce.

The company already transports its tents in bulk to festivals where they can be customised before later being recycled into other cardboard products.

The tent has already won a Red Dot Design Award while KarTent has expanded its line of products to include cardboard seats and rubbish boxes.




STARSHIP SHOWCASE

Shell Lubricants and AirFlow Truck Company have taken the wraps off a new hyper fuel-efficient truck.

The *Starship* has been built to showcase what is possible in reducing energy demand in the field of freight transportation.

It uses a next-generation, low-viscosity, fully synthetic heavy-duty engine oil which delivers superior fuel economy compared to conventional products.

A 5000-watt solar array on the roof of the trailer charges and stores enough power to cover normal truck operating features such as lights, blower motors, wipers, gauges, air conditioning and heating.

In the future, *Starship* will feature a hybrid electric axle system for use while climbing hills. The axle will also transfer energy out of the truck and feed it into the battery for acceleration/braking. 



MASTIC ROYAL & MASCRYL

Bring your rooms to life with cool summer colours
Choose from more than 2000 colours available

Innovation to enhance
lifestyle & environment



Mastic Royal / Mascryl



MAS Paints & Chemical Industries, Sharjah, UAE
T: +971 6531 1777 | info@mas-paints.com | mas-paints.com



Brassware Accessories Bathtubs Basins | Designed and made in France
 Les Ondes collection | Gilles & Boissier
 Fillmore basin | Studio THG Paris



Boutique: Unit 36, Al Wasl Square, opposite Safa park, Dubai
 +971 4 321 4903



Bath & Art de vivre
 thg-paris.com



Tomorrow's world

This month **id** focuses on some of the highlights of this year's Milan Design Week, the epicentre of which is the annual Salone del Mobile... Some of our favourite new releases seen there will be in UAE stores in the next month or so.

TEXT: CATHERINE BELBIN

Designed by UNStudio's Futures team, the USM booth at the Salone del Mobile was acclaimed as the best stand in the show. Using some 8.9 tons of material including 5,000 iconic USM Haller balls, the structure is the biggest that the Swiss firm has ever built.



A record 415,000 visitors descended on Salone Internazionale Del Mobile at Rho Fairground, where a multitude of new concepts and ideas were presented to a truly global audience.

Dotted among the crowds were, as usual, a large number of UAE and GCC designers and architects, as well as buyers in search of inspiration.

The biannual EuroCucina and Salone Internazionale del Bagno exhibitions were a huge pull, but it was the halls of furniture and accessories that had the biggest buzz.

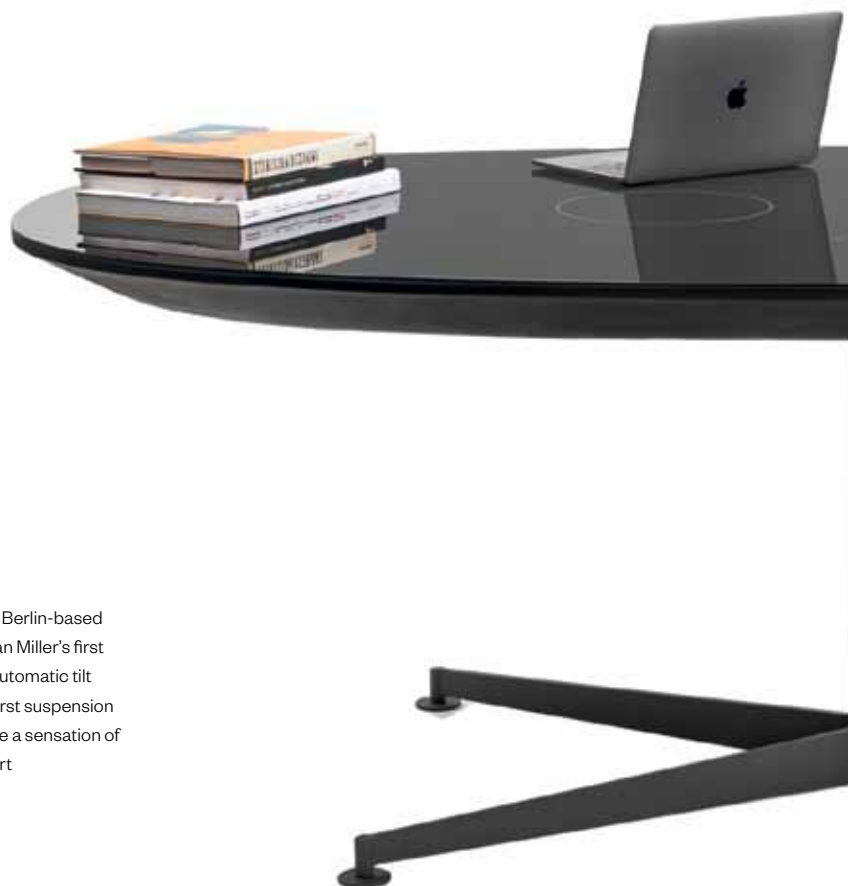
The Fuorisalone in-town activities were equally exciting, and many companies also chose to launch their new collections there.

In this month's Design Formula (p. 35) section we present the fabulous new bathrooms seen there. (The new kitchens trends were showcased in our June issue.)

Here we have chosen ten newly launched products that will soon be seen in the UAE's design showrooms and retail shops – including items that have been designed by members of the **id** Design Awards 2018 jury...



Cosm, designed by Berlin-based Studio 7.5, is Herman Miller's first task chair, with an automatic tilt and the industry's first suspension armrest that provide a sensation of balance and comfort





Fashion, technology and sustainability combine to make the unique *Tape* modular seating system, designed by Benjamin Hubert for Moroso.

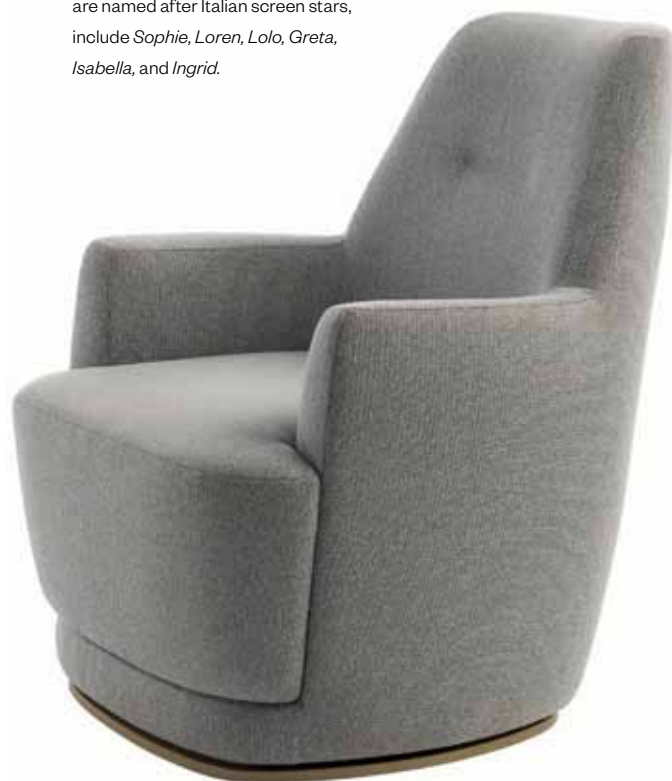


Marco Piva, head of the **id** Design Awards jury, presented his first collection for luxury brand Visionnaire, which features a number of hand-blown pendant lamps. The *Kalgan* light collection has refined shapes that are simultaneously decisive and functional.



Designed by Piero Lissoni for Kartell, the glass-topped multi-purpose *I-table* features a smart induction element that can be used as a handy cooking top to warm food or boil a kettle.

Piva also presented *Cinecitta'*, his debut collection for Rubelli Casa, which is inspired by great legends of the Italian film industry. The collection has a distinctive 1950s retro look and the pieces, which are named after Italian screen stars, include *Sophie*, *Loren*, *Lolo*, *Greta*, *Isabella*, and *Ingrid*.





Design duo Nipa Doshi and Jonathan Levien's two new vibrant textiles for Danish firm Kvadrat are called *Lila* and *Raas*, which in Hindi translate to Dance and Aesthetics respectively. The designers hand-mixed more than 100 gauche colours and then painted them on porcelain samples that were used as a reference for the dyes. The new fabrics feature a deep tone-on-tone colour palette that is natural, subtle and elegant.



Magis has taken flight to create light by taking the iconic *Linnut* glass bird ornaments – designed by Oiva Toikka for Iittala in 1972 – and recreating them in polycarbonate to make cordless and portable table lamps. The collection includes a quirky owl, duck, pigeon and chick.

Tomorrow's world

Design sources

cosentino.com; tel: 04 242 8131
 hermanmiller.com; tel: 04 456 5700
 kartell.ae; tel: 04 382 7333
 kvadratmaharam.com; tel: 04 447 9787
 livingdivani.it; tel: 04 564 5749
 magisdesign.com; tel: 04 323 3334
 moroso.it; tel: 04 552 1878
 rubelli.com; tel: 04 443 5012
 usm.com; 055 3964762
 visionnaire-home.com; tel: 04 345 2189

Designed by Milan-based Japanese designer Keiji Takeuchi for Living Divani, this elegant *Olvio* day bed features a coupled tubular steel structure with a fabric or leather upholstery and makes a refined and functional accent to any room. Takeuchi is a member of the 2018 **id** Design Awards jury.



Using 50,000-year-old Kauri wood from New Zealand, and Dekton by global compact surfaces leader Cosentino, Argentinian designer Daniel Germani created the ultimate bespoke bath credenza: *DeKauri*. The unique free-standing bathroom vanity – presented by Spanish brand Cosentino in collaboration with Riva 1920 – features a washbasin crafted from Dekton.

TOPS ON TOP

Cindy Crawford on Silestone® Eternal Calacatta Gold

A product designed by Cosentino®



On Top

Discover more on silestone.com

Follow Us [f CosentinoMiddleEast](https://www.facebook.com/CosentinoMiddleEast) [@cosentinomiddleeast](https://www.instagram.com/cosentinomiddleeast)



COSENTINO CITY DUBAI Dubai Design District (D3) Building 4-A, Unit 401 - 042428131 - infomiddleeast@cosentino.com





Mallorca breeze

Designer Carmen Pujol of Terraza Balear has created a light, soothing interior for Villa Bendinat, a contemporary residence next to the Mediterranean.

TEXT: JOANNE MOLINA

Whether it's a majestic sunrise emerging from the sea or the bold palette of hues as the sun gently fades, the views from Villa Bendinat provide the ultimate invitations to escape.

"The spectacular site has views over Bendinat Castle, the prestigious golf course and the whole bay of Palma – a blueprint for the spirit of Mallorca. Each detail of this project has been designed to connect with the spirit of the island," says Carmen Pujol, Terraza Balear's lead interior designer for the project.

The new 1232 m² residence, located just above the Real Golf de Bendinat golf course in the exclusive Bendinat area of Mallorca, was created by lead architect Miguel Arenas and lead interior designer Carmen Pujol, who worked with her incredibly talented team at Terraza Balear.

"In this project, transparency seems to have been the keyword.

Airy, light-filled rooms with plenty of space connecting the inside with the outside give it a feeling of openness," explains Pujol.

Terraza Balear, known for its dedication to all areas of the interior – from designer furnishings and accessories to interior design – has a history of working on luxury products in the area.

"We are well-known for creating living spaces in natural and complete harmony with the souls of those who will encounter the spaces," explains Pujol. "We create houses with elegance and comfort, based on a sophisticated design concept in connection with nature and the Mediterranean lifestyle. When we look at each project we agree that our passion for what we do is the real engine that allow us to enjoy the process as much as the outcome."

PHOTO: CALVIA REAL ESTATES SL. INTERIOR DESIGN PROJECT AND FURNISHINGS: TERRAZA BALEAR

“In this project, transparency seems to have been the keyword.”

– Carmen Pujol

Designed with an open plan to bring nature indoors and create a relaxing space for stylish living and entertaining, Pujol created a plan that highlighted the show-stopping architecture of the house.

“The living area consists of only one big room; there are no doors separating the living, dining and kitchen zones. Ceiling-high glass doors are nearly frameless and fold away or slide into the walls. Slim white columns support the sea-facing façades of the building, [and are] double-high above the seating area to give it even more space. The impression is breath-taking,” she reflects.

Her plan: “For us, the task was to create a connection between all the rooms and link them together. This seems to be quite obvious but with such a big space it’s easy to lose connection. I used neutral colours and unimposing furniture to give the apartment an elegant look. The house does not only have extraordinary qualities in terms of design but also in terms of living ‘bienestar’, as we call it in Spain. Arriving at home should have the wow-factor, as well as a totally natural sense of comfort. All the furniture pieces make a bold statement but at the same time are simple and uncluttered, without curves or decoration.”

An integral part of this comfort was the welcoming, daydream-inducing furnishings, such as Flexform’s *Groundpiece* modular sofa, *Soft Dream* sofa, *Feel Good* dining chairs and armchairs, *Fly* and *Tris* coffee tables, *Jiff* dining table, *Guscio* armchair, *Cestone* daybed and *Feel Good* bed, designed by *Antonio Citterio*.

“The Flexform brand is world-famous for sofas with soft, large cushions, representing its stylistic signature, and great care goes into the quality of the feathers and down that they contain,” says Pujol. “While the excellence of the products is related to manufacturing quality, it is equally true that the great competitive advantage of Italian design is beauty,” she explains.








Throughout the whole house, which features only white walls, Terraza Balear used oak wooden floors throughout – including in the bathrooms – and only one more wood for all built-in furniture: walnut. These restrictions give it an elegance that's further empowered by the colour palette of the textiles. Soft earthy tones – sandstone, weathered grey, terracotta red – reflect the landscape of the island, and the all-natural colours without patterns make the ambience calm and relaxing.

It was difficult for Pujol to choose only one area as her most coveted, but she really fell in love with the outside space.

"The whole terrace is like a big outdoor living room; we chose a classic sofa and table to furnish it. Two big poufs add a relaxed holiday feeling

to the ambience. The stone façade of the house is contrasted by strong white elements – like the balcony on the first floor, which also works as sun-protection for the dining area of the main terrace. A long table seats eight and a custom-made outdoor kitchen is good fun for summer meals."

Given their passion and dedication to all things beautiful, it's no surprise that the duo's next step is to bring their singular style to the heart of the home. Pujol says, "We think the kitchen is the heart and protagonist of the home, so in order to complement our overall interior and architecture design service we are introducing kitchen design into our future projects so that the whole space speaks the same language," says Pujol. We can't wait to see. 

Geberit tap system

■ GEBERIT

Slim and clever.



Geberit washbasin tap
Brenta, wall-mounted



**KNOW
HOW
INSTALLED**

Geberit wall-mounted taps are the sophisticated solution for public and semi-public sanitary facilities. As well as a more attractive aesthetic, they also offer more space for hand washing than conventional deck-mounted taps and are therefore more hygienic. As the tap is cleverly separated from the technology, planning is more reliable and maintenance is made simpler.

→ www.geberit.ae

Elevated thinking

Diane Thorsen, Principal, Design Director and one of the founders of Perkins+Will's Dubai studio, reflects on her passion and the power of collaborative design.

TEXT: JOANNE MOLINA



Diane Thorsen

“**Good design** is making something intelligible and memorable. Great design is making something memorable and meaningful,” said design legend Dieter Rams. In our region, the design scene is expanding at light speed – and for two decades one of Dubai’s most beloved and talented commanders, Diane Thorsen, has been at the helm, creating impactful and poignant designs. Known for her commitment to the field and its practitioners, that’s become a part of the city’s geography and focus. A graduate of the Faculty of Art, Design and Architecture, University of Johannesburg, South Africa, the award-winning designer has created designs for international workplaces, hospitality projects and mixed-use developments – all while maintaining a commitment to research and mentoring as well as to highlighting the past, present and future of Dubai as both a global force and a deeply historic site. Her projects and clients in the region include Adidas in d3, Boulevard Heights, Citibank, Diplomatic Quarter Hotel, Katara Phase IV, LinkedIn and Mövenpick Resort Al Marjan Island. Generous as always, Thorsen took the time to answer questions about her influences and process, and her thoughts about the state of the industry.

What influenced your design philosophy?

I am from South Africa and grew up surrounded by extraordinary natural beauty. I believe this has given me an innate appreciation for textures, patterns and colours that are simply nature’s mathematical miracles. I regard the design of spaces and buildings we create and occupy as an international creative language that touches every aspect of our lives. Design affects people emotionally. I’ve always loved the process of design as [follows] this philosophy: research, inspiration and [the] collation of ideas, textures, shapes and forms evolve and take shape as a result of a continuous dialogue between our clients and within our team. My philosophy has always been [about] collaborative idea-sharing, as an approach [that] creates the best results.

What projects have most defined you as an architect?

Every project becomes my favourite in a way, but I most enjoy projects with challenging briefs and informed clients who share and appreciate the passion and value that architects bring. Hospitality projects are the most exciting, as developers have an appreciation for touch points that relate to how people feel. In fact, every project type is now merging, and ideas are cross-pollinating.

What designers have influenced you?

Issey Miyake’s philosophy – ‘Designs that reflect and address the way people live today’ – resonates with me. Miyake has a passion to innovate and explore. He is constantly reinventing himself and searching for new ways to combine aesthetics with innovative techniques. Everything he designs has a highly intellectual starting point – and then, through collaboration, a product emerges that is inspiring and fresh. I admire his approach for collaborating with mathematicians, musicians and other famous architects and designers. His products are created using fabrics made using recycled fibres that are developed by Japanese companies and produced with the cooperation of factories in textile-producing regions.

What has allowed the design scene in Dubai to grow so rapidly?

Dubai attracts a certain type of personality that I refer to as ‘the explorers’. The region is known for pushing boundaries and challenging perceptions, and this attracts designers who are willing to take up any challenge a client may present.



LinkedIn MENA office in Dubai Internet City

What have been your biggest challenges at Perkins+Will?

The speed of delivering projects and the constant push to drive fees to become more competitive are challenges that all professionals face in this region. We pride ourselves on delivering quality without compromising service, but this of course requires collaboration and time. As a team, we have honed our skills and communication to a point where we work in total sync with one another, delivering great ideas seemingly effortlessly.

Do you think ‘design’ speaks an international language?

Great design is an international language as it addresses function, shape, form, colour and texture – as well as the universal language of emotional reactions. These are an unspoken but common thread in any culture. However, I do believe design should inform and provide people with a sense of place, and emotionally immerse people in the history and character of the location.

Does anything give you pause about the current state of design?

I am concerned we will lose the essence of great quality design in the rush to build faster, higher and quicker, and all at lower costs.

How do you define luxury in the 21st century?

The traditional approach to luxury, which defines opulence as lavish design and rich finishes, is thankfully past. The focus is now less about ‘what I have’ and much more about ‘who I am’ and ‘what can I contribute’. Design now addresses responses that are ethical, creative, connected, tasteful and sustainable. People now seek out rare and shareable experiences that focus on wellness, service and authentic experiences in beautifully but simply designed spaces.



Above and bottom right: LinkedIn MENA office in Dubai Internet City

What does innovation mean in the 21st century for Dubai?

Most innovation occurs when searching for a solution to an issue we created in the past. Pressure on managing our natural resources and waste are driving the most exciting innovations, such as regenerative buildings, the adaptive reuse of existing buildings, 3D printing and the recycling of materials in creative ways. I would love to see all plastics removed and replaced with new materials which are kinder to our planet. Recognised as one of the most forward-thinking countries, Dubai is positioned to lead sustainable and zero net carbon building design.

Should 'design thinking' speak to social and economic justice?

Design thinking at any level is a human-centred approach. This creative way of thinking breaks all barriers linked with gender, race or creed, and brings together what's desirable from a human point of view with what's technologically feasible and economically viable. It allows people to use creativity that knows no restrictions, to address socially created challenges.

How can designers can help respond to environmental issues?

If all designs addressed resiliency and sustainability at the outset, and clients were informed of the long-term benefits, we wouldn't be in the situation we are in, where countries are devastated by water shortages or natural disasters. We have so much to learn from nature, as natural systems have evolved to achieve resilience. As architects and designers, we take this lens and use natural systems and patterns to rethink our built environment.




What is the best advice you've been given?

The best words of wisdom in my career were "Talent alone won't guarantee success – passion and attitude count for more."

Do you think failure is an important part of a learning process?

Wonderful innovations have arisen from failed attempts to create something new. Often our best ideas arise from seemingly crazy ideas and 'out of the box' thinking.

What advice would you give to young architects?

Some key drivers to success that are motivating for designers and clients: passion for design and constantly learning and exploring; enthusiasm for everything; project positivity; and being kind and generous to everyone. My key tag line, borrowed from Nike, is 'Just do it'. 



Above and below: Adidas office in Dubai Design District



“Issey Miyake’s philosophy – ‘Designs that reflect and address the way people live today’ – resonates with me”

- Diane Thorsen

chilewich®



TAVOLA

TAVOLASHOP.COM

Looking good

The contemporary bathroom offers a fresh focus on beauty and wellbeing.

TEXT BY: JOANNE MOLINA

Beautiful and mysterious, the shape of water always takes the form of its vessel. Inspired by this graceful movement, Geberit, the region's premiere provider of in-wall systems for wall-hung bathroom fixtures, presented its new *Variform* collection by Pozzi-Ginori. A real modular system with ceramic built-in under-counter and countertop sinks, it was designed to offer complete creative freedom with its sinuous curves, and linear precision.

Its thin, defined edges and shapes ensure a contemporary bath that stands the test of time.

Design Formula

Variform collection by Pozzi-Ginori for Geberit

We love a bright idea. So, we were pleased to find that bold colours, textures and wellness were the top trends at Salone del Mobile's 7th annual International Bathroom Exhibition in Milan. The key aim: finding a combination to suit your personality and personal health needs.



Madras bathtub by Blubleu

MASTER CLEANSE

With boldly-coloured products including the *plouf* bathtub, *splash* sink and *wow* mirror, India Mahdavi's eponymous collection for Bisazza Bagno will put a spring in your step. Bette Deco's stripe-look bath also embraces bold colour while ushering in the stripe's colourful comeback.

Inspired by the glamour of Pan Am, Farrah Fawcett and the '70s, the avocado green tub from Boundary Space features brushed brass taps and Carrara marble.

Can't commit to colour? Designed by Marco Di Paolo, Lupi's *Eclipse* bath has an ergonomic egg shape that protects the body – and even has a small integrated storage shelf. The freestanding tubs from the 2018 *BCollection* by BluBleu have sculptural, organic shapes. And they all feature the silkiness of BluSolid, the malleability of BluStone and the practicality of BluCryl.

For an enhanced showering experience, Dornbracht's *Rainmoon* shower creates a multi-sensory experience with its seamlessly integrated dome design. The elegant ceiling-mounted Z316 – *Steel* showerhead by Roberto Innocenti for Zazzeri, meanwhile, brings three times the charm.



Avocado bathroom by Boundary Space



Eclipse by Marco di Paolo for Antonio Lupi



BetteLux Silhouette by Bette



Z316 ceiling mounted overhead shower by
Roberto Innocenti for Zazzeri



The Mahdavi Collection by India Mahdavi for Bisazza Bagno



PHOTO: MARKUS JANS

Aquamoon by Michael Neumayr for Dornbracht



Starck Organic collection by Axor



Montaigne collection by Stéphanie Coutas for THG



Taormina by Ritmonio

FINEST SOURCE

The tap, one of the most overlooked elements of bath design, is able to offer highly multi-sensory experiences with its beauty, sound and texture. To celebrate 25 years of personalised avant-garde bathroom design, Axor re-imagined its ground-breaking Starck collaboration with a new spray mode for the resource-efficient *Starck Organic* collection. It offers an innovative solution for the responsible use of water while generously enveloping the skin.

Known for inimitable craftsmanship, great design and a commitment to using only the finest materials, THG has once again tapped a top designer for its *Montaigne* collection. Stéphanie Coutas' concept for working with French marble emerged from an idea about transformation. She utilised two raw materials – brass and marble – and magnified their natural beauty to create splendour within this utilitarian object.

Ritmonio's *Taormina* offers a reinterpretation of classic form by evoking the shape of the characteristic columns of the Ancient Theatre of Taormina and the sinuous shores and waves of the Mediterranean Sea.

RISE AND SHINE

Forget the basic white basin – it pales in comparison to this year's hues and decadent textures. Visionnaire's *Kobol* console with double basin was designed to balance rich materials and elegant form. Part of the company's Alessandro La Spada collection, its wood, marble and steel alternate within a light composition featuring retro references. The configuration options are infinite.

Designed by Paolo Ulian, *Intreccio* is a monumental tribute to the power of sculpture. Created for Antonio Lupi, this 'basket for water' pays tribute to the brand's commitment to innovation. Born from a block of marble, the cuts have

been optimised to create a three-dimensional volume, while numerical control technologies created curvilinear and thin, light shapes.

Subtle and stylish, Alape's *Aqua* line features a glaze that was inspired by water. The high-gloss finish highlights its optical depth, with a thin layer of coating that uses varying depths of colour and is specific to each basin.

And should mornings need a jolt of design-inspired energy look no further than the new *Ettore* Sottsass basin from Glass Design. Fashioned from serigraphed glass, the transparent material offers a unique fusion of form and decoration.



Kobol collection by Visionnaire



Ettore Sottsass basin by Glass Design



Intreccio by Paolo Ulian for Antonio Lupi



Aqua basin by Alape



Strada II range by Ideal Standard

FORM + FUNCTION

Designed to accommodate any taste, these contemporary toilets boast the latest technology to create a soothing, relaxing experience.

Grohe's new *Sensia Arena* shower toilet was on display in the brand's luxurious new Dubai showroom – the first regional showroom in the Middle East – located in Media One Hotel, Media City. The new toilet sets the benchmark for the future of personalised, clean comfort by harnessing the gentle and effective cleansing benefits of water for optimum hygiene levels. It even includes an app control, which allows users to create and remember personal profiles on any *Sensia Arena*, anywhere in the world!

For flexibility, *Strada II* by Ideal Standard offers a design option for any style of bathroom. The toilet features the company's patented AquaBlade flushing technology, which uses water more efficiently while improving flushing, even at low water volumes. AquaBlade is also 62% quieter than other rimless bowl models.

Geberit's *AquaClean Tuma Classic* transforms any bathroom into an oasis with its WhirlSpray shower technology. With five pressure settings, its other top features include a gently cleaning lady wash, Rimless Rimfree ceramic pan, odour extraction, warm air dryer and WC seat heating. It even has a remote control.

Laufen has also embraced the wellness trend with its expansion of its *Cleanet Riva* range of shower toilets, featuring a new matte-white ceramic surface and two new smartphone apps. The company's app allows users to control rear or lady function, jet strength and jet type, as well as the position of the shower arm – and it even works when travelling.



Cleanet Riva range by Laufen



Sensia Arena by Grohe



Aqua Clean Tuma Classic by Geberit



Elio mirror by Ceramica Cielo



SPT 71 cosmetic mirror by Decor Walther

NECESSARY OBJECTS

After all the colours, textures and top tech, if a white bath still holds sway try adding character, style and warmth with one of these luxurious accessories.


Ever Life Design is known for its 'Design for all' motto and forward-thinking creative processes, and its team of designers – Monica Graffeo, Gianni Arduini with Marco Frigerio and Diego Cisi – are masters at blending style and substance. Designed by Monica Graffeo, the *Rung* collection offers a range of versatile and nomadic accessories for bathroom – as well as in other areas of the house. The chic *Rung* stool is crafted with beechwood, and is equipped with a backrest, which becomes a

support and can be placed everywhere.

Super-chic, Decor Walther's *SPT 71* mirror is so beautiful that it might just end selfie addictions with its enlarged mirror radius and surreal satellite design. And the *Kristall* crystal glass collection makes it easy to add sleek yet decadent touches, with vibrant style easy thanks to its six colour options.

Natural beauties, dica's *Lush* series of metal drawers allow everything inside to stay well-organised and visible – without having to move anything. The drawers can be fully extracted for a complete view of the contents. And thanks to the

closing system, a slight push causes the drawers to glide smoothly until completely shut. The vertical modules improve aesthetics and provide extra storage space, and when closed the doors and furniture fit perfectly together, creating fine lines where they meet.

For an industrial luxe feel, look no further than Ardeco's *Industrial* collection, designed by Enrico Cesana. Inspired by New York City lofts, it combines modern style and customisable strength, with the simple metal structure harmoniously integrating containers, coffers and trays for instant organisation. 



Crystal glasses by Decor Walther



Industrial bathroom by Enrico Cesana for Ardeco



Rung stool by Ever Life Design



Lush storage by Dica

DESIGN SOURCES

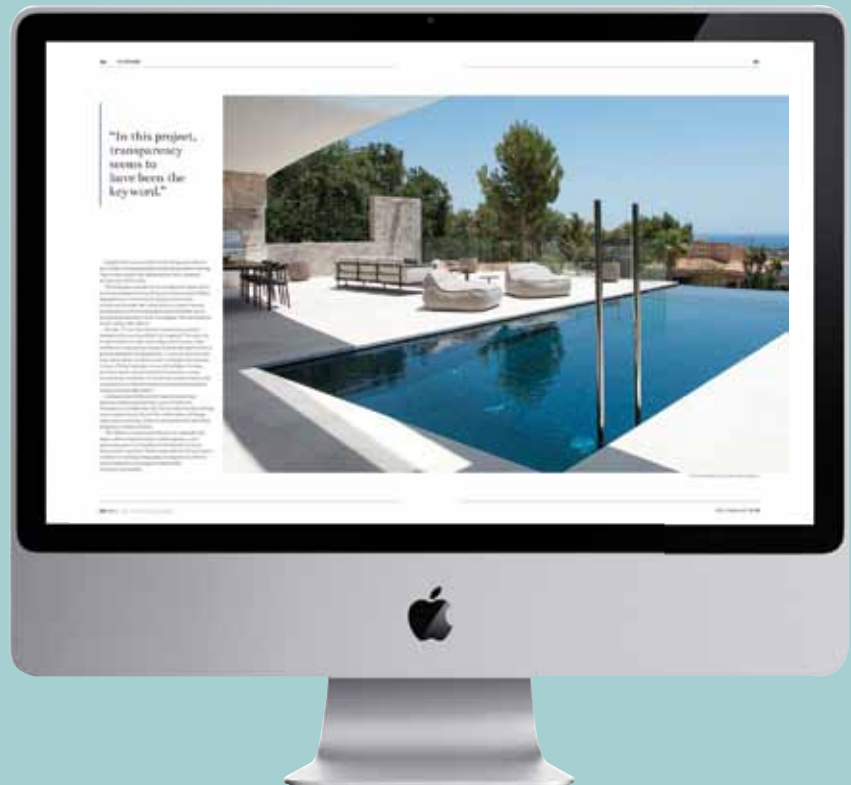
alape.com; tel: 04 507 6000
antoniolupi.it; tel: 04 339 0760
ardecò-it.com
axor-design.com; tel: 04 332 6565
bagnodesignlondon.com; tel: 04 507 6000
bette.de
bisazza.com; tel: 04 204 5610
blubleu.it
boundaryspace.com
ceramicacielo.com
decor-walther.com; tel: 04 551 6773
dica.es
dornbracht.com; tel: 04 380 6611
everlifedesign.it
geberit.com; tel: 04 204 5477
glassdesign.it
grohe.com; tel: 04 421 4556
idealstandard.com; 04 804 2400
laufen.com; tel: 04 268 9993
ritmonio.it; tel: 04 551 6773
thg-paris.com; tel: 04 321 4903
vissionnaire-home.com; tel: 04 345 2189
zazzeristore.com



Art collection by BagnoDesign

The Middle East's architecture, design, interiors + property magazine

identity[®]



DOWNLOAD YOUR DIGITAL COPY TODAY

identity magazine Dubai

App store + magzter.com



Colour master

Abdullah Al Atrash explains how his family has maintained MAS Paint's reputation for service and quality for 30 years.

TEXT: JOANNE MOLINA

"I try to involve MAS in giving back to the community, as I have been very fortunate to be in a position where my family and our company can help"

- Abdulla Al Atrash





Nurturing and sustaining a small business is more difficult than ever in today's fluid marketplace. MAS Paints, a family-owned business, has spent three decades forging an identity that's based on creating personal relationships with consumers and designers – and crafting an ethical platform that reflects its commitment to the region.

From working one-on-one with homeowners to working on the Emirates Palace hotel, the Astana Opera House in Kazakhstan and numerous private projects for royal families, Abdullah Al Atrash – the owner and driving force behind MAS – has met success using a leadership style and vision that reinforce his family's core beliefs.

"Our vision is to set MAS as the benchmark, by confidently maintaining quality and constantly innovating through our current and new products. With our growing range of products, we are able to meet the specific demands of our clients – and we pride ourselves on embracing a long-lasting and mutual co-operation with our customers," says Al Atrash.

His management philosophy comes from very personal roots. "As an Italian, I come from a very rich culture in art and design, and I grew up surrounded by the beauty of Italian architecture," he explains.

It also comes from his love of Dubai. "I consider myself a citizen of the world and I am inspired in Dubai by the many people from so many different places. People from all over the world have met in Dubai and created a melting pot of culture, religions, languages and art; I learn new things daily, and this is where my inspiration comes from," he says.

But it's the company's public commitment to ethics and values that's a rare but welcome distinction.

"Within the company, we work hard to ensure that we make our products environmentally friendly. I am a father of two boys and I want them to be able to enjoy the beauty of the world that I grew up with. I am a very passionate person. To see the hardships around the world really makes me sad. I try to involve MAS in giving back to the community, as I have been very fortunate to be in a position where my family and our company can help," explains Al Atrash.

"As my father is Syrian we do a lot for the Syrian refugees, helping in the little ways we can. We are also sponsors of the Surge School Water Program here in Dubai and the end-of-year gala. I think it is so important not to be pulled into the corporate machine and the greed that has taken over parts of our lives."


And while his expertise lies in what he studied – economics and business – his ability to hire the best people in the field has surrounded him with creative inspiration.

"I have no design experience but from working alongside Marwan Khorzom – the best chemist in the region – and our Director of Design, Renae Hewitt, I have come to appreciate the importance of colour in everyday life and the impact it has on us," says Al Atrash. "Being at MAS, I have developed an appreciation for colours, and the depth of consideration that is put into incorporating colours and textures into our lifestyle and environment. Seeing this has allowed my creativity to evolve," he muses.

This, combined with his intuitive sense of how colour connects cultures – and people – gives MAS its special voice.

"The psychological effects of colour and its effect on emotions have been scientifically researched. Colour is everywhere. It can also represent feeling, emotion and communication. I have seen how colour can transform a space, how textures can enhance your mood," he states. "Colour can create moods and improve your mental well-being. Don't shy away from colour because of trends. Colour is a deeply personal thing. What colours make you feel? Rely on your instincts and play around with colours," he suggests.

This summer, Al Atrash predicts we will see a reflection of the beautiful pastel colours of the season with some bright bursts, which are available in the brand's *Mascryl* and *Mastic Royal* range of everyday acrylic and anti-bacterial paints, which are available in more than 2000 colours.

But his thoughts are on the future. "We're constantly innovating and improving our technology, our formulas and our products – and, of course, [we want] to go into new markets, especially Africa and Southeast Asia. I want to have a company with not only amazing products and service, but also one that pushes the boundaries of research and development," he says. 



ENTRIES DEADLINE ON JULY 19 2018

Save the date and send your entries today! The competition is always fierce in each of the categories for the annual id Design Awards, the region's most definitive design event from the region's longest-established design magazine. Architects, designers, manufacturers and consumers are all marking their calendars with one of the most competitive platforms for the region's top design talent. Our ten categories, presided over by a jury of the top international architect and designers, honours the visionaries who make these fields crucial to the region.

SUBMISSIONS

Professional entrants can be global practices, but need to have a GCC-based office, and non-professionals need to be residents of the GCC. Non-UAE registered architects and designers with projects in the GCC can only submit in the Designed by the World for the GCC category.

For complete submission details, visit identitydesignawards.com.

TIMELINE

10 June: Submissions opened

19 July: Submissions close

Mid-October: id Design Awards Gala

SPONSORSHIP OPPORTUNITIES

To be part of this exciting and prestigious event and to enhance your brand's visibility through a bespoke partnership, contact us:
identity.awards@motivate.ae / +971 4 427 3026

DESIGN CATEGORIES 2018

- Residential Interior
- Residential Exterior
- Hospitality - RECA
- Hospitality Interior - Hotels
- Office Interior - Boutique
- Office Interior - Corporate
- Health + Wellness (new category)
- Public Space
- Outdoor Space
- Design of the Year*
- Designed by the World for the GCC
- Most Prominent UAE Project
- Project of the Future
- Editor's Choice
- Lifetime Achievement

*The winner of the Design of the Year award is selected from the winners of the nine main categories.



identitydesignawards.com



identity.awards@motivate.ae



[dubai.identitymagazine](https://www.facebook.com/dubai.identitymagazine)



[identitymagazinedubai](https://www.instagram.com/identitymagazinedubai)

id LIFESTYLE
+
PROPERTY

- 54 Antennae
- 56 GIA
- 59 Puiforcat
- 62 St. Louis
- 68 Forum



Harris Residence in Phoenix, Arizona by Daniel Germani Designs for Gandiabrasco



Seaside charm

Preparations for Expo 2020 Dubai continue with the announcement of plans for Rove La Mer and more...

TEXT: STEVE HILL



ROVE HOTEL LA MER

Scheduled to open just ahead of Expo 2020 Dubai is Rove La Mer, a 366-room midscale property.

The newest addition to Rove Hotels' portfolio of properties in the UAE is located at the heart of La Mer, which offers visitors some 2.5 kilometres of sandy beaches.

Almost 35 per cent of the rooms at Rove La Mer will be interconnected while guest facilities include free high-speed Wi-Fi, a 24-hour convenience store, an outdoor pool, sun decks, a gymnasium, self-service laundry and luggage store rooms.

All rooms will be home to a TV with a smart media hub, as well as modern bathrooms, sofa beds for extra guests and safety deposit boxes.


Rove La Mer will also accommodate The Daily, an all-day restaurant, as well as the Lobby Lounge along with outdoor terrace and beachside food and beverage options.

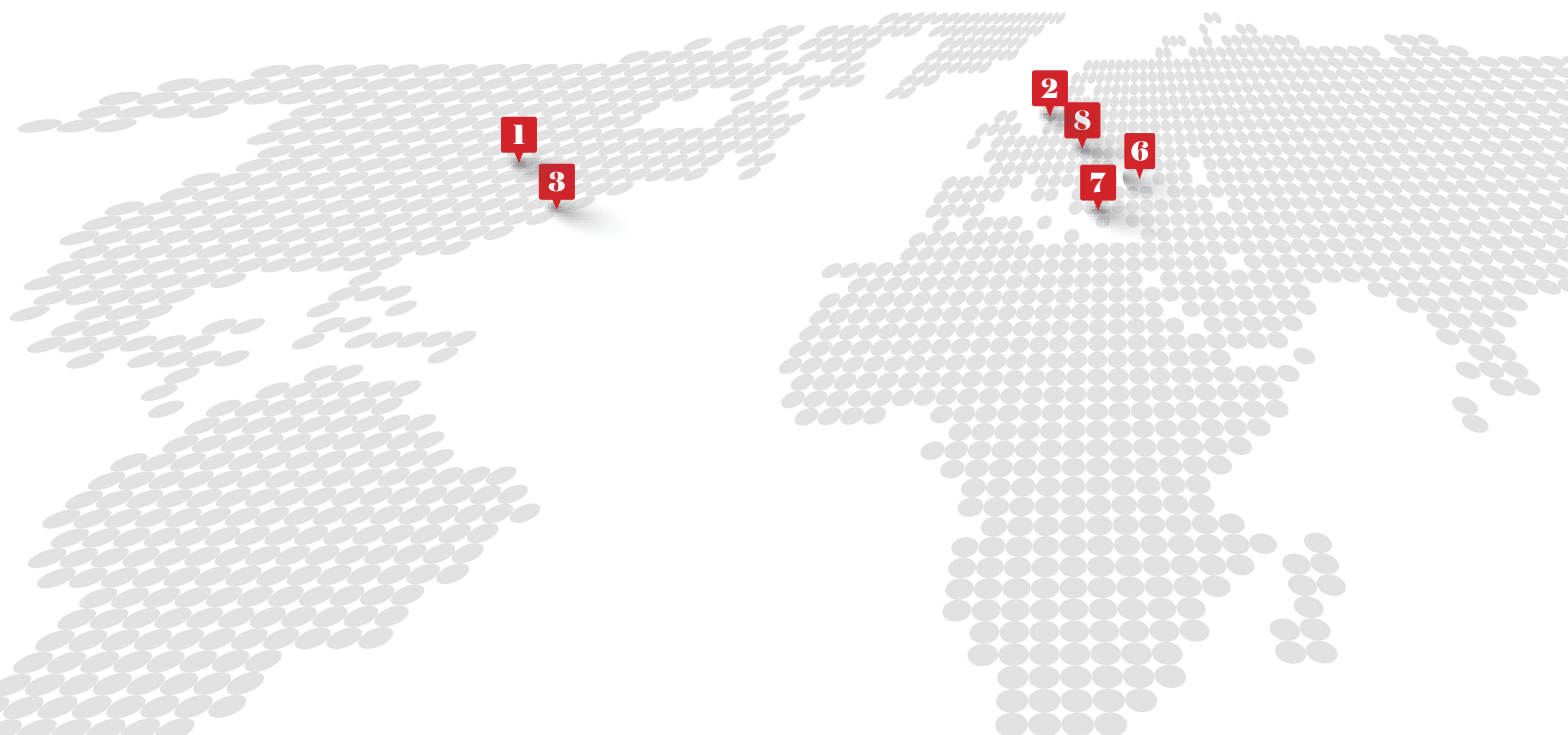
La Mer, which opened in October 2017, comprises La Mer North, La Mer South and Laguna, along with more than 100 shops, cafés, restaurants and beach activities.

The central Laguna area includes a waterpark

complete with surf park; and the destination spans more than 1.2 million square metres between Pearl Jumeirah and Jumeirah Bay, with a new cinema and additional retail and dining space planned.

Rove Hotels is a joint venture between Meraas and Emaar Properties and currently has five hotels across Dubai – Rove Downtown, Rove City Centre, Rove Healthcare City, Rove Trade Centre and Rove Dubai Marina.

Several more Rove hotels are being planned in Dubai and other locations in the UAE, as well as in Saudi Arabia. 



MVRDV has won a competition to design a vast new park in Shanghai, Singapore is to become home to a stylish high-rise, and Virginia Commonwealth University has a new non-collecting contemporary art institution designed by Steven Holl Architects.

TEXT: STEVE HILL



01 TORONTO

BACK TO THE FUTURE

Hariri Pontarini Architects and St. Thomas Commercial Developments worked together to design 7 St. Thomas, a building that blends Victorian and contemporary materials to create a unified work. Six restored heritage townhouses, built in 1880, have been integrated into a three-storey podium, with a six-storey tower above. The development accommodates retail at ground level and condominium office spaces throughout, and combines high design, ecological responsibility and civic enhancement. Sustainable elements of the design include a high-performance curtain wall with a ceramic frit that reduces thermal transmission, and large capacity rain cisterns which feed back into the building's grey-water system.



02 OSLO

NEW LANDMARK

OF Møller's 'Nordic Light' proposal was the unanimous winner of a competition to design a new landmark for Oslo's central station. The project consists of a 110-metre structure, complete with a base, that will include 45,770 metres of floor space intended mainly for offices spread across four stacked blocks in telescopic form. Workspaces will have shared infrastructure, break rooms and informal meeting places to facilitate a flexible, mobile working life, while the building also features vertical atriums across multiple levels, and terraces with vegetation. Public areas are also planned along with a vantage point to provide views from what will become one of Norway's tallest buildings.



03 RICHMOND, VIRGINIA

GOOD AS GOLD

The Institute for Contemporary Art at Virginia Commonwealth University – the new, non-collecting contemporary art institution designed by Steven Holl Architects – features an open design with glass walls and windows, creating continuity between interior and exterior spaces. It is home to a 372-square metre gallery, café, bar and concept shop, as well as a 240-seat auditorium for film screenings, performances and lectures. It also accommodates an adaptable 'learning lab' for interactive engagement, plus a publicly accessible terrace featuring four green roofs that absorb storm water, offset carbon emissions and maximise insulation. The project is designed to meet LEED Gold Certification standards.

4

5

04 SHANGHAI PARK LIFE

MVRDV's competition-winning design for Zhangjiang Future Park combines 10,000 square metres of public plazas and 37,000 square metres divided over four venues: a library, an art centre, a performance centre and a sports centre. The park is part of a high-technology and innovation district for national and international companies and will host over 100,000 workers. The four distinct buildings all have activated roofs forming an elevated area connected with pedestrianised bridges that act as a second city layer and provide views of the river and neighbourhood and picnic areas. The sustainable benefits of the green roof programme include storm water drainage, noise reduction and energy savings due to thermal insulation.



05 SINGAPORE TALL STORY

Due to be completed in 2021 is 88 Market Street, a 280-metre high-rise jointly designed by Bjarke Ingels Group (BIG) and Carlo Ratti Associati (CRA). Located in the heart of Singapore's financial district, the integrated development will be one of the nation's tallest, and will offer premium office space, ancillary retail space and a 299-unit Citadines serviced residence to be managed by The Ascott Limited. The first eight floors of the tower will be dedicated to the serviced residence, with facilities including a swimming pool, hot tub, jogging track and barbecue pits, while the top 29 floors will offer offices with panoramic views.


PHOTO CREDIT: VISUALISATION CREDITS: GEORGI PABEV / ZOOM

06 VARNA, BULGARIA SCHOOL TIME

The new Architecture School in Bulgaria's third city, on the Black Sea, was designed by STARH Stanislavov Architects. The first floor is public-orientated with an airy entrance foyer, café and administrative facilities, while the other two levels accommodate lecture halls, laboratories and seminar rooms as well as a library. The school is also home to a green roof complete with large balcony and bench-like stairs, enabling students and lecturers to enjoy views of Vitosha Mountain. The semi-translucent glass façade ensures an even dispersal of light throughout, with a Corten-coated roof completing the building's appearance.



07 MATERA URBAN LANDMARK

Stefano Boeri has been appointed to redesign the central rail station in this southern Italian city into what it describes as "a genuine and significant urban landmark". A new building will accommodate reception functions and a ticket office, as well as a highly visible roof that measures 44 by 33 metres and will help transform the external space into a covered square. Matera, the 2019 European Capital of Culture, hopes "the redesign will breathe new life into an important section of the city that has historically been devoid of its own identity and urban value."



08 DARMSTADT CENTRE OF ATTENTION

Science and technology company Merck celebrated its 350th anniversary by opening a new Innovation Centre. Designed by HENN, this transparent, cubic building features a spatial continuum that singularises but also connects individual workspaces thanks to the use of bridge-like diagonal links. Façades are set behind open external slats to give the outside a dynamic appearance, while the building is set back facing Frankfurter Straße, generating space for a public square. The centre is connected to a staff restaurant via an open stairway and features a comprehensive series of new Merck lighting products and technologies.

Bella cucina!

Interior designer Paul Hecker explains how GIA Dubai is bringing 'la dolce vita' to the New Fashion Avenue.

TEXT: JOANNE MOLINA





It's the ultimate indulgence: the comfort, beauty and romance of authentic Italian cuisine. GIA Dubai is setting the stage for celebrating this timeless concept for embracing good living, with the contemporary design of Australia-based designer Paul Hecker of Hecker Guthrie, and modern Italian cuisine by Executive Chef, Tuscany's own Tommaso Gonfiantini.

Located at the New Fashion Avenue at The Dubai Mall, its contemporary interiors – like its Italian fashion counterparts – boast references to classic, retro and modern styles that create an aura both of timelessness and of immersion in the pulse of the city.

"The aim of this space is to feel welcomed – like they are welcome to stay if they should choose – and that it is an extension of the traditional (home) dining experience. It reflects the Italian experience and the pure passion that goes into the cuisine and its years of complexity; we wanted to embody that in a way that also spoke to the region's history of geometry and materiality," says Hecker.

"The modern design, balanced with the authentic Italian influence that's visible through the menu – is the perfect representation of today's 'La Dolce Vita.' By adding the Italian team into the mix, the dining experience is elevated into a personal Italian affair while the casual feel is maintained," he continues.

This approach reflects the philosophy of Hecker's award-winning firm. "Our philosophy as a studio comes from a core desire to make the world a more beautiful, well-crafted, connected, considered and soul-filled place.

We want to imbue a sensibility in all our projects, and a warmth that extends beyond materiality and texture but is centred around place-making at the core. Our design team is a curated collection of designers from a number of backgrounds, both culturally and professionally, and this only adds to the rigour around each of our projects. We are constantly questioning and exploring, as well as connected to the spaces and design-thinkers and muses around us," says Hecker.

The studio's past projects helped frame the vision for the Dubai venue. "We continued the design journey with the client and established an ongoing relationship by taking the key elements of the original GIA (situated in Jakarta, Indonesia) and translated that to the new location to create a more casual atmosphere that serves the clientele in The Dubai Mall," says Hecker.

"Other key projects that Hecker Guthrie completed internationally were The Principal, which is located in Hong Kong – and an interstate project, Vasse Felix, which is located in country Western Australia. Both of these projects demonstrated that distance is not a concern when designing," he continues.

Despite the clear vision, the project was not without challenges. "With any international project, the challenge of culture, aesthetics and availability of product is always a challenge," explains Hecker. "But it is also an opportunity: to grow our knowledge of another region and their practices; and to grow and become better designers."



Paul Hecker

“It reflects the Italian experience and the pure passion that goes into the cuisine and its years of complexity...”

– Paul Hecker



The result is an Italian escape. While listening to the venue's special Italian playlist, guests enjoy a design that references Italy in the 1950s with a comprehensive 21st-century makeover that features an 'architecture within architecture' concept. The simplicity of the monochromatic design contrasts with accents in warm Mediterranean hues.


The fully integrated design includes Murano-inspired dividing glass screens set around the kitchen, creating a dramatic glow box that also provides guests with a view of what their chefs are creating. The restaurant's bar is set within a white frame with geometrical concrete patterns, adding urban expression to its light and airy space.

In addition, Hecker did his best to include local artisans. "With all of our projects, we want to emphasize this element of craft. The more global our worlds are becoming, the less connected we are with the source of our products and the craftspeople who labour over them. Our approach for GIA was to engage as many artisans within the region as possible, as a celebration of culture and identity," he says.

The lighting is a key contributor to the aesthetic, creating a dramatic overhead canopy. The statement light pieces, accompanied by low-level mood lights, seamlessly take the venue from day to night.

"It's always important to bring all elements together in all of our projects. We see the space as a whole, and each piece should embody a connecting relationship between them – in height and materiality, creating a sinuous flow across all elements," says Hecker.


The cosmopolitan space flows effortlessly from the welcoming interior to a stunning al fresco terrace with unparalleled views of the Dubai fountain. The venue also features an intimate private dining room for those looking to celebrate special occasions away from the spotlight in a more exclusive setting.

Perhaps inspired by the Italian vision of embracing the beauty of life's chaotic momentum, Hecker waxes poetic about the future of his firm: "We want to be constantly inspired, and inspiring (hopefully) – but mainly to always remain curious." 

Silver lining

Managing Director of Puiforcat, Nicolas Cantenot celebrates the opening of the brand's design destination in Dubai.

TEXT: JOANNE MOLINA



Not to be mistaken with wealth, snobbery or innate disposition, the art of discernment is an act performed by an educated eye. Puiforcat—the French brand whose legacy of silversmithing since 1820 has always forgone the need to shout and parade its vision—has finally arrived in Dubai, offering an exquisite vision of contemporary beauty.

Nicolas Cantenot, the company's Managing Director, welcomed eager guests to brand's first showroom in the Dubai Mall, which is shared with Cristallerie Saint-Louis.

Argent Gourmand macaron box by Patrick Jouin



Cannes Précieux Onyx collection

"Both [Puiforcat and Saint-Louis] embody a wonderful aspect of long-standing know-how – crystal making and silversmithing; two crafts that complement each other on the most beautiful tables. In the early 1990s, after having successfully launched the first Hermès porcelain collection and acquired the famous and historical Saint-Louis crystal manufacture, Hermès had the opportunity to acquire the silversmith Puiforcat. Jean-Louis Dumas – at the head of the company at that time – went ahead with this acquisition to 'embellish the Hermès garden with exceptional creative talents and know-how' and create a unique offer in tableware," he explains.

"The opening of our new store at The Dubai Mall has been an important project for our whole team. We were missing a presence in the region despite the obvious potential. The stylish lifestyle of the people of Dubai and the way they like to surround themselves with beautiful things echo our motives as a brand. With the combined presence of Hermès tableware and Saint-Louis, we stand out with an exceptional offer in tableware and decoration," he continues.

Cantenot has a reputation and history as diverse as the brands to whom he has devoted his life, which include LVMH, Parfums Christian Dior in South Korea, Guerlain in the French market, CWF (Children Worldwide Fashion – a leading French company specialising in high-end children's brands) and Hermès, which has owned Puiforcat since 1993.

"I always believed in motivational philosophies and thrived to lead my team to endorse personal responsibility for their work and work toward the overall success of their company. Collaborating with creative personalities over the years naturally allowed me to implement it," says Cantenot.

Straightforward and sincere, Cantenot looks towards his experience in the navy as one of three important career milestones. "My management style was also very much influenced by my own experience on the sea, when participating in regattas on the *Margilic*, a classic wooden sail boat that I own with a group of other avid sailors. The two years I spent in the French navy, serving as an officer of the watch on board a ship in the Indian Ocean at the age of 22, really taught me what it means to be part of a team, and started to shape my managerial personality."

His role at Hermès is what he considers to be his second most important professional moment. "I became part of the team that started the Hermès

home and furniture division, participating in turning what was initially a small department dedicated to tableware and art de vivre into a complete world for the home, characterised by timeless elegance, and expressed through beautiful home departments in about 40 of its flagship stores in all major world cities. This was a big learning curve and an opportunity to grow my expertise in sales," he explains.

The third milestone is, unsurprisingly, his current role of Managing Director. Since 2016, when he accepted the position, he has constantly looked to the past to move forward, a task that requires both patience and a vision that's always expanding—something he finds inspiration for in the brand's founding father.

"Jean Puiforcat was a true visionary of his time, who re-invented the art of silversmithing by anchoring it into modernity. He was part of, and strongly influenced, the Art Deco movement by his creations. Far before all of today's well-known theories on design, he would advocate that the form of an object should be at the service of its function," he reflects.

A CONTEMPORARY VOICE

Today, some of Jean Puiforcat's most outstanding creations continue to be reinvented, while the designers that the brand collaborates with on new collections often dig into his archives during their creative processes.

To that end, Cantenot isn't afraid to speak his mind about his definition of luxury. "I quite agree with the definition in the Oxford Dictionary: Luxury is a state of great comfort or elegance, especially when involving great expense!" he exclaims.

"I think our collections fit into that definition, offering a fresh blend of refinement and use, tradition and the audacity of design. The fact that they are obtained thanks to the support of our craftsmen's outstanding know-how, and by always using the highest quality of material, reflects in the positioning of the brand. But this commitment to preserve our workshop's long standing know-how, and the decision to only work with European suppliers who have the utmost expertise in metal work, is part of who we are as a brand."

This legacy and ongoing, unwavering dedication to honouring and supporting the work of craftsman makes the brand special.



Argent Gourmand ice cream cup by Patrick Jouin



Cannes Precieux mustard pot

"Silver is a very special matter: it is both very masculine and, at the same time, very soft and shiny. The reflection of light on silver is absolutely unique and gives a precious and magical side to it, almost sacred," he muses.

"When the silversmith is working on a piece of silver and giving life to new objects, he is almost like a magician or an alchemist. To work on the matter, he will use century-old tools (or sometimes he will even make his own tools for a particular object!). The hammer, the forge, the lathe... all these are exactly the same tools used a hundred years ago, combined with some of the latest innovative processes when needed."

When asked about which three pieces truly represent the brand, Cantenot embraces the difficult task with finesse.

"I would start with one of our signature cutlery collections, *Cannes*. Created by Jean Puiforcat in 1928, the design of this sterling silver collection is the epitome of minimalism - the five rings at the top of its fluted handle are the sole ornament. A timeless design, *Cannes* is the benchmark for connoisseurs. The founder chose this collection for his own wedding. We just launched a made-to-measure version where the handles can be adorned with semi-precious stones - onyx, malachite, jade or jasper - at the crossroads of absolute purity and extreme sophistication."

The second: "*Orfèvre-Sommelier*, our recently-launched collection dedicated to wine tasting, caters to a major element of the French art de vivre. To approach this segment, we chose to adopt a bold and innovative path that breaks with the traditional codes in this domain - since we got rid of the glass's stem. In collaboration with Enrico Bernardo, the world's best sommelier in 2004, and designer Michael Anastassiades we created a collection of expert items which will appeal both to wine experts and aesthetes."

Thirdly, *Argent Gourmand*. "French designer Patrick Jouin, who had already designed our stainless flatware collection *Zermatt*, applied his passion for strong, sharp lines to imagine a cake dome of compelling geometric curves," he explains. "It was a true technical challenge for our production team but a constructive alliance to elegantly upend tasting rituals." 🍷



Normandie water pitcher

Crystal clear

Jérôme de Lavernolle, Président Directeur Général of Saint-Louis, explains how the French maison is illuminating the city with its vision of contemporary luxury.

TEXT: JOANNE MOLINA

Not many brands can boast more than four centuries of craftsmanship, but Saint-Louis, the beloved French purveyor of crystal – and dreams – has been crafting its world-renowned reputation since 1586. Its newly opened boutique in The Dubai Mall means guests can witness the past, present and future of the company's exquisitely designed pieces – and even go on a virtual adventure!

"In Dubai, luxury doesn't just mean owning a shining product; it should also reflect your own personality and taste which comes in the choice of your decoration – to have an interior that you cannot find anywhere else. We offer both," says de Lavernolle.

The 86-square metre boutique – which is shared with Puiforcat – glistens and shimmers with reflected light as it displays collections that are all bathed in a soft glow.

"The Dubai Mall is the perfect refined environment to host a crystal retail experience. Our new boutique showcases an array of iconic, timeless and contemporary items – from lighting, decoration and tableware to exceptional pieces. But above all, it will help develop indoor and B2B projects, as well as act as a potential showroom for architects and interior designers/decorators," de Lavernolle continues.

Proudly wearing the hard-earned, competitive title of 'Meilleurs Ouvriers de France', Saint-Louis crystal is mouth-blown, hand-cut, hand-engraved and hand-decorated using 24-karat gold or platinum.

In 1767, Louis XV allowed the construction of a glassware manufacturing facility on the location of the previous Müntzthal glassware workshops of the 16th century. The king conferred the title of Royal Glassware of Saint-Louis to it and, 15 years later, with the development of the manufacturing formula of crystal, the manufacturer became the Royal Cristallerie of Saint-Louis.

During the early 20th century, between Art Nouveau and Art Deco, external designers

brought their talents to bear at the company, including artists Paul Nicolas, Jean Sala, Jean Luce, Michel Colle and Maurice Dufrêne, to name but a few.

"We are truly a manufacturer of our time, a blend of tradition and innovation. Creativity, art and design alongside 430 years of irreplaceable know-how heritage: this is what we are about. The crystal material and the craftsmen behind the creation of the final product are part of the beauty of the design. The fact that all our objects are hand-made offers unlimited potential for creativity and originality."

Although the brand's dedication to craftsmanship is virtually unsurpassed, this



Folia by Noé Duchaufour Lawrance



doesn't mean it is unable to provide some captivating surprises.

"One fact that may surprise clients is to know that our red crystal colour is produced using 24-karat gold. Colours are one of our specialties; and while the ratio of raw materials, the temperatures and the melting times are kept secret, it is the addition of different metal oxides for each colour that is the key," explains de Lavernolle.

And few are aware that Saint-Louis is the only French crystal manufacturer to offer the possibility for people to see its artisans in action by visiting its workshops – in person or via a high-tech virtual trip.

"We know travelling to Saint-Louis-Lès-Bitche

is not feasible for everyone, and that is part of the reason why we started to play with virtual reality," he says excitedly. "By putting on a mask you are transported to the heart of the manufacturing, right in the middle of the production; you feel like you are part of the craftsmen's team. We are trying to give access to that incredible experience in as many places around the world as we can."

But don't let the brand's extensive history fool you. The company has always had its eyes fixed on the future. Today its tableware, decorative object and lighting collections have again made history by featuring the work of some of the world's top creators, such as Eric Gizard, Hervé Van der Straeten, Ionna

Vautrin, José Lévy, Kiki van Eijk, Noé Duchaufour-Lawrance and Paola Navone.

"Our exceptional know-how, heritage and creativity is an incredible source of inspiration for all the contemporary designers we have worked with, and for those with whom we continue to work," de Lavernolle says.

"Inviting designers and artists into our manufacture has always been an incredible spur for giving birth to new creations, reinventing classics, building a new lifestyle and imaging our future. For example, it was while looking at the huge supply of moulds in our warehouse that Kiki van Eijk had one of her sure-fire flashes of inspiration and made Saint-Louis' *Matrice* crystal lamp from the shape of a mould," he recalls.

“Creativity, art and design alongside 430 years of know-how heritage: this is what Saint-Louis is about.”

– Jérôme de Lavergnolle



Les Endiablés Stella glass



*Folia footed lamp by
Noé Duchaufour-Lawrance*




Matrice floor lamp by Kiki van Eijk

Two collections come to mind for de Lavergnolle when he looks to identify the dramatic and imaginative visions for the brand's contemporary pieces.

“*Les Endiablés* is an astounding and explosive combination of parisons, created by José Lévy, which results in a range of objects that are as stunning upside-down as they are standing right-side up. According to your wishes, they can be just as easily used as a glass, a vase, a night light or a holder for bits and bobs,” he says.

The second, the *Folia* collection, is an interpretation of nature that highlights the

company's dedication to working with the best and most diverse materials possible.

“All of the pieces in the cross-disciplinary *Folia* collection echo the forest surrounding the manufacturer. It was there that Noé Duchaufour-Lawrance found his inspiration, and he decided to combine the radiance of crystal with the strength of ash wood. He interpreted the cut of crystal as a decorative expression of geometric and organic shapes. *Folia* is a tribute to the leaves of the Moselle forest and an ode to creative folly.” As always, we look forward to this special brand's next vision of natural beauty. 



Waterfall

Grohe's new Dubai showroom is elevating the art of the bath.

TEXT: JOANNE MOLINA

Offering a range of products that blend functionality and exquisite form, Grohe is the preferred selection of those in the know. And this May, the region's top designers, architects and industry leaders gathered in the German brand's new Dubai showroom – the premiere showroom in the Middle East, Africa and East Mediterranean markets – in Media One Hotel, Media City.

Renu Misra, Grohe's President of Middle East, Africa and East Mediterranean markets, said: "We are proud to have opened our very first showroom.... and hope to be a part of creating exceptional experiences for all our consumers in the region. The opening is testament to our regional presence, in the hub of the GCC."

The new showroom reflects the brand's aesthetic and mantra, *Freude an Wasser* ('the

real joy of water') and was designed so that consumers and designers could experience Grohe's high-precision production engineering and environmental innovation.


The result of this commitment has been confirmed over the last decade by more than 240 design and innovation awards, as well as a top three placement in the list of 'Germany's most sustainable major companies of 2015'.

Top products in the showroom include the *AquaSymphony* range with *Lineare* sink; the *Essence* range in Warm Sunset with *Sensia Arena* shower toilet; the *Grandera* range; the *SmartControl Concealed* shower system; and Grohe *Blue Home* water systems.

Guest favourites included the *AquaSymphony* shower – a wellness zone that combines the

interplay of water with softly coloured light and soothing, relaxing sounds.

Those searching for a remote that even children can use with ease can also try out Grohe's *SmartControl Concealed* technology, which lets users choose their preferred spray pattern and adjust the water flow as desired.

Blue Home, another high-tech option, combines a tap with cooler and integrated filter and carbonator to deliver perfectly chilled still, medium or sparkling water directly from the tap. Thanks to its slim design it can even be fitted into small spaces. Compared to premium bottled water, it cuts drinking water costs by up to 60 percent, while total carbon emissions are reduced by about 80% compared to bottled water. 

A photograph of a modern interior space, likely a showroom. On the left, there is a long, dark grey kitchen unit with sleek, horizontal metal handles. The floor is made of light-colored wood. On the right, there is a brown leather sofa and a matching armchair. A large window in the background offers a panoramic view of a city skyline, including several tall skyscrapers. The ceiling features a decorative, geometric pattern in a light color.

Kitchen perfect

Gaggenau's new showroom brings the brand's spirit of ingenuity to the pulse of Dubai.

TEXT: JOANNE MOLINA

“Our guiding principle was that design is neither an intellectual nor a material affair, but simply an integral part of the stuff of life, necessary for everyone in a civilised society,” said founder of the Bauhaus, Walter Gropius. This spirit of craftsmanship, thoughtfulness and humanity is embraced by only a handful of brands. Fortunately for design lovers and culinary aficionados in Dubai, Gaggenau – whose work embodies an ongoing commitment to this design ethos – has just opened the doors of its innovative new showroom.

Born in Germany's legendary Black Forest, the 333-year-old luxury brand crafts professional-grade home appliances using a triptych of world-class materials, innovation and craftsmanship: of the 840 processes involved in assembling its refrigerators, 813 are by hand – while its iconic 90 cm-wide ovens have been assembled by hand for more than 30 years.

As Gaggenau's largest showroom in the Middle East, the new space reveals the brand's dedication to the needs of the region and its appreciation of the city's commitment to design. Meticulously created to exhibit the nuances and development of the brand, as well as to display an extensive



range of products, the dining and lounge concept encompasses just over 260 square metres that include panoramic views of the city's landmarks.

Featuring an iconic heritage wall inspired by the brand's German birthplace in 1683, the new store features a selection of Gaggenau built-in appliances, showcased in kitchen and living spaces that offer a blend of style and substance professional enough to host exclusive culinary and design events for consumers, designers, architects and partners.

Guests can interact with ovens, cooktops, coffee machines, cooling and dishwashing appliances, and – through a rich palette of wood, steel and glass – will experience material variations that are inviting to the touch and capture the imagination.

As well as honouring the region, the showroom's uniquely crafted Arabesque-style ceiling backlights and brings together the dining space. The warmth of the floor plan is complemented by all-around large windows, which filter in natural light and provide inspiring views of Downtown Dubai and the iconic Burj Khalifa. Undoubtedly, this feast for the eyes will be a hub for cuisine art for years to come. ^{ID}

Summer chic

Beat the heat with cool products for home and health.

This month **id** explores ways to make life easy, breezy and bright. From high-tech helpers to brilliant colourful accessories and décor, we've found the latest ways to help savour every moment of summer.

WRITTEN BY: JOANNE MOLINA



OUTDOOR OASIS

Inspired by Desert Modernism and the architecture of Palm Springs, the *Endurance* collection by Perennials reflects a lifestyle where the boundaries of indoors and outdoors are blurred. Made to withstand all environments, these hand-made rugs are both soft and highly durable. The 12 distinctive designs, all in fresh colour palettes, are handcrafted by skilled artisans using unique manufacturing techniques. Thanks to solution-dyed acrylic technology, the colours permeate to the core, making them both fade- and stain-resistant.

04 379 1217 / therugcompany.com



WALK ON WATER

Known for luxurious custom rugs, Milan-based Illulian is pleased to introduce the *Marina* collection, a spinoff of its *Design* and *Palace* collections. The unique pieces are exclusively dedicated to the nautical world and inspired by yachting and the open sea. All the rugs are knotted and carded by hand and can be specified in two quality levels: Platinum 120 and Gold 100. Their unique chromatic appeal hinges on the bright vegetal colours that go into their making.

illulian.com

MODERN MASTER

Celebrating 50 years of minimalist style, Jung's LS 990 has become a classic among flat switches thanks to its timeless elegance, classic geometric shape – and its 63 Les Couleurs Le Corbusier colour options. Jung is the only switch manufacturer worldwide to provide a unique architectural colour design. Inspired by the Bauhaus philosophy, LS 990 is the most enduring and successful flat switch and offers numerous variations in terms of colour and material. Over 200 functions are possible – from multimedia connections and outlets to an intercom system. And even better news? This year the company will be presenting its switch designs in a sleek brass version and will also be apart of Hospitality Industry Technology Exposition and Conference (HITEC) exhibition 2018 in Dubai.



PLAYTIME

Jotun, one of the region's top paint manufacturers, has just launched the playful and inspired *A World of Wonders* collection for children, which was inspired by children. Rana Khadra, Colour and Creative Manager, Jotun, Middle East, India and Africa, said: "At Jotun, we believe a colourful room can be so inspiring to a child. We listened to children's lovely stories which became the inspiration behind our three wonderful themes," which are *tt*, *The Three Little Colours* and *Dinosaurs & Lollipops*. And to ensure these colours stay as vibrant as their inspiration, Jotun formulated them with the innovative Fenomastic Wonderwall finish.

04 339 5000 / jotun.com/me



SITTING PRETTY

Award-winning Zen Interiors, one of the region's foremost destinations for interior design and furnishings for over 15 years, has launched its latest collection of contemporary classics. The *Marinella* lounge chair—one of the star pieces—brings deluxe style to any interior. Crafted with brass, steel and solid curved wooden frames upholstered with real leather, it has been selected for prestigious projects throughout the UAE., including a show penthouse in Volante Tower. 04 340 5050 / zeninteriors.net

EMOTIONAL BAGGAGE

Rimowa has announced its most significant design evolution since the 1950s. As well as the brand's new visual identity that was unveiled in January 2018, an updated product line will be released, complete with a series of core feature advancements that include upgraded wheels, handles and interiors. Handcrafted by skilled specialists using durable materials of the highest quality, the production of each case requires nearly 200 components and a process involving more than 90 steps. With 80 per cent of the process being performed by hand, every suitcase is a one-of-a-kind piece. The new line will include three collections with four cabin sizes, two check-in sizes, and two trunk sizes. Each new case includes product features such as: an anodised aluminium badge with engraved logo; updated wheel design; and improved engineering to increase resilience, stability and durability. Interior materials have also been updated with a modern anthracite colour.

rimowa.com



INSTANT LUXE

Interiors, one of Dubai's beloved home furnishings destinations, is pleased to introduce the *Kitano* collection by Lexington. Taking an elegant approach to contemporary living, the collection features a cocktail table, a side table, a sofa, a leather chair and an ottoman. The design blends the warmth and elegance of Zebrano veneers with a warm hazelnut colouration and the modern sophistication of brushed stainless steel. Subtle angles define the silhouettes, a rich finish highlights the horizontal grain lines, and correlated upholstery offers beautifully executed tailoring. The *Amani* leather chair adds instant comfort and style with its open back, modern silhouette and plush seat cushioning.

04 337 0116 / interiorsfurniture.com



FINAL CUT

Normann Copenhagen has presented the new *Mesh* series of 100% stainless steel kitchen knives, designed by Simon Legald. Melding form and function, the knives feature stylish designs with soft contours and adorned grips, as well as a delicate lattice pattern which appears as a natural part of the knife. The refined embossing embraces the handle like a subtle skin and provides a secure grip, with the handle's capsule shape sitting comfortably in the hand, while the weight balance between the grip and blade is finely tuned. The series comprises a bread knife, a chef's knife, a vegetable cleaver, a utility knife and a paring knife.

normann-copenhagen.com

DESIGN AGENDA

Design Tokyo
4 – 6 July
Tokyo, Japan

Archidex
4 – 7 July
Kuala Lumpur, Malaysia

TrendSet 2018
7 – 9 July
Munich, Germany

Solex 2018
10 – 12 July
Birmingham, United Kingdom

The Manchester Furniture Show
15 – 17 July
Manchester, United Kingdom

Décor + Design Show 2018
19 – 22 July
Melbourne, Australia

CLEAN SWEEP

The innovative geniuses at Dyson have introduced the new *Dyson Airblade Wash+Dry* hand dryer, a re-engineering of the existing *Dyson Airblade Tap* hand dryer. Available in Short, Tall and Wall variants, the touchless unit combines a tap and a hand dryer that dries hands in 14 seconds with HEPA-filtered air. The multi-function design helps to save space in the washroom and reduces the problem of water dripping on the floor as users move from a handwashing area to a separate hand-drying station.



It is also up to 39% quieter, which was achieved by re-tuning the Dyson V4 digital motor that powers all *Dyson Airblade* hand dryers. In addition, it costs less to run and produces just 3.6 grams of CO² per dry.


All *Dyson Airblade* hand dryers have HEPA filters that capture 99.95% of bacteria-sized particles from the washroom air. The new model comes with a five-year guarantee and is certified by Quiet Mark and tested and approved by The Noise Abatement Society.

04 325 3225 / dyson.ae



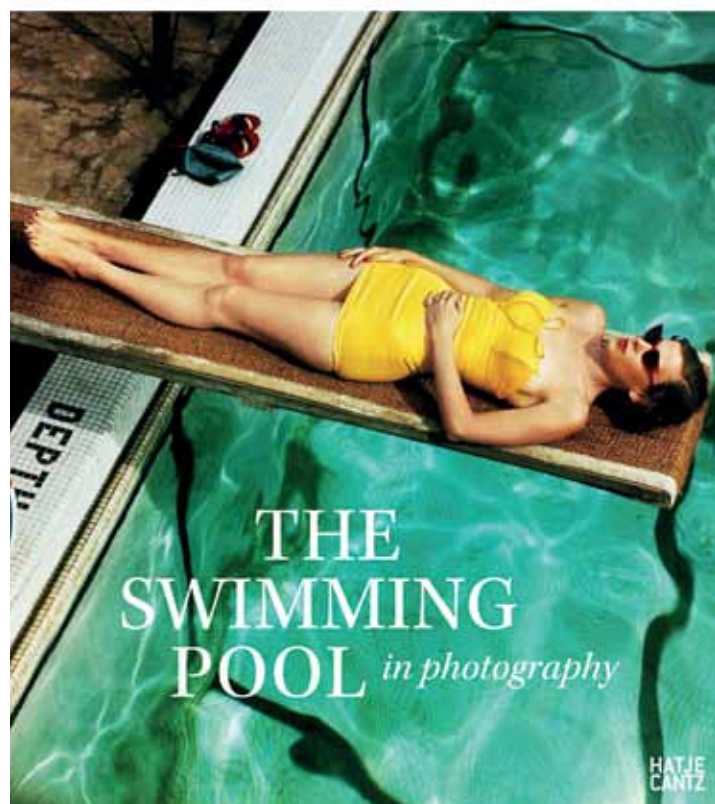
NO SWEAT

Ideal for the contemporary interior, the *Kinesis Personal* by Technogym is the result of a collaboration with renowned architect and designer Antonio Citterio and former **id** Design Awards judge Toan Nguyen. Ushering in a new era of home training and wellness, offering 200+ workout moves while occupying just one square metre, it's designed for coordinated movements using resistance. Inspired by nature and science, *Kinesis Personal* embraces Technogym's philosophy of a balanced approach to life that melds good nutrition, movement and positive thought. And its internationally patented three-dimensional FullGravity technology is an authentic example of Made in Italy innovation. The new product comes in two different versions: Heritage, fitted with oak wooden bars; and Vision, covered with polished steel and perfect-mounted panels which create a mirror finish.

04 337 5337 / technogym.com 

This month **id** leaps into summer by exploring the cultural history of the swimming pool and breath-taking modern designs from Brazil.

TEXT: JOANNE MOLINA



THE SWIMMING POOL IN PHOTOGRAPHY

by Francis Hodgson
Hatje Cantz

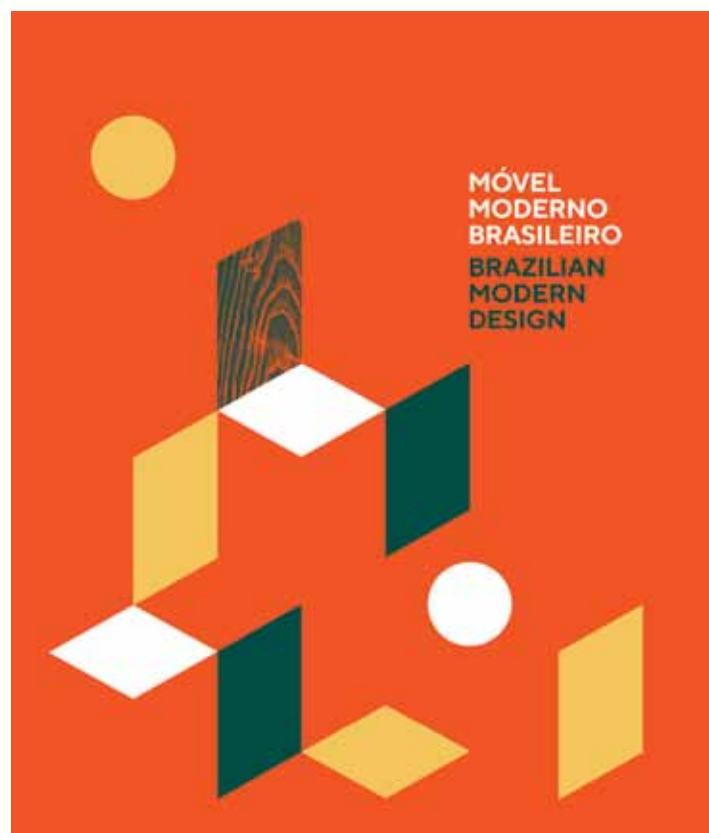
It's magical. Immersing one's self in cool, blue waters makes us feel as light as a feather; and simply by relaxing alongside it we become instantly glamorous. Yes, it's the pool: one of summer's most recognisable sites of indulgence. This lush new book captures this coveted escape and cultural phenomenon through the lenses of the world's most talented photographers.

In the fascinating introduction to the 240-page volume, Hodgson, a cultural studies professor, reveals the complex socio-economic rituals associated with pool design, including references to film, literature, sport, education, family life and, of course, lifestyles around the world.

Over 250 captivating photos with detailed caption information are divided into sections: architecture,

diving, the strokes and clothing. From the rooftop pool of Le Corbusier's La Cité radieuse (Radiant City) in Marseille, France; to Martin Parr's thought-provoking 1986 photo of Mosney holiday camp, Ireland; and the 1936 photo of a swimming pool in the midst of luxuriant vegetation at the Arusha Hotel, Tanganyika (present-day Tanzania) – each photo tells an important story.

Photographers – including Henri Cartier-Bresson, Gigi Cifali, Stuart Franklin, Harry Gruyaert, Emma Hartvig, Jacques Henri Lartigue, Joel Meyerowitz, Martin Parr, Paolo Pellegrin, Mack Sennett, Alec Soth, Larry Sultan, Alex Webb and others – co-create a compelling visual narrative. This is a smart and entertaining summer read – especially by the pool.



BRAZILIAN MODERN DESIGN

By Alberto Vicente, Marcelo Vasconcellos. Text by Maria Cecília Loschiavo dos Santos, Tatiana Sakurai
Olhares


While the names of iconic and award-winning Brazilian architects are easily summoned, the nation's furniture designers who worked between 1940 and 1970 are still to get the notoriety and world stage they deserve. This exciting new volume – which ought to be on the shelf of every designer – offers a necessary history and catalogue of work by these important men and women.

This huge 484-page tome features 15 of the leading Brazilian furniture designers from the modern period, and is organised into sections by designer, including Lina Bo Bardi, Joaquim Tenreiro, José Zanine Caldas, Sergio Rodrigues and Jorge Zalsupin.

Each introductory essay is thoughtful, but the text by Professor Maria Cecília Loschiavo

and Tatiana Sakurai is especially compelling, as they make pointed connections between the social, political and economic events that surrounded the creation, production and distribution of these designs.

All sections feature a short text (also by Loschiavo) and a catalogue of their work – including interior ensemble shots. Each designer is equally intriguing, but my eyes were drawn particularly to the works of Aída Boal and Lina Bo Bardi.

Written in Portuguese and English, this volume speaks of the importance of being vigilant in documenting and analysing designers as cultural producers that have a crucial role as we attempt to understand our past, present and future. 

The Middle East's architecture, design, interiors + property magazine

identity[®]

DESIGN AWARDS 2018

www.identitydesignawards.com

identity.awards@motivate.ae

[dubai.identitymagazine](https://www.facebook.com/dubai.identitymagazine)

ENTRIES CLOSE

19 | 07 | 18

CATEGORIES

- Residential Interior
- Residential Exterior
- Hospitality - RECA
- Hospitality Interior - Hotels
- Office Interior - Boutique
- Office Interior - Corporate
- Health + Wellness
- Public Space
- Outdoor Space
- Design of the Year
- Designed by the World for the GCC
- Most Prominent UAE Project
- Project of the Future
- Editor's Choice
- Lifetime Achievement

SPONSORED BY:

GAGGENAU

 **GALLERIA**
(LUXURY VISIONS)

iittala

**kvadrat
maharam**


MOTIVATE

QE2

She's now a stationary attraction, but her 'sleek, modern and purposeful' appearance caused the *QE2* to wow guests and observers the world over during her five decades at sea.

TEXT: MAX TUTTLE

The *Queen Elizabeth 2 (QE2)* opened her doors to the public in April, ahead of an October grand relaunch as a 'must-see tourism destination' in Mina Rashid offering dining, accommodation and entertainment.

Built in Clydebank, Scotland and displacing almost 50,000 tonnes, the legendary ocean liner made her maiden transatlantic voyage in 1969. At 293.5 metres long, she would tower 83 metres above the helipad of the Burj Al Arab if stood upright.

British designer James Gardner was responsible for the its superstructure and interior, and the Council of Industrial Design described the ship's exterior as looking "sleek, modern and purposeful".

The cruiseliner was initially painted in different colours to those that had adorned Cunard's merchant vessels since 1840 – but after serving in the Falklands War as a troop carrier, she was repainted in traditional colours.

Also unconventional but less controversial were the interiors, which moved away from the Art Deco style and used modern materials such as aluminium, Perspex and plastic laminates.

In addition to hosting many maritime artefacts, the public rooms were notable for featuring modular furniture and abstract art – which could also be found in the cabins.

The compact first-class lounge was created by British architectural and interior designer Michael Inchbald, who generate an airy, open feel using a cleverly lit lowered ceiling and structural columns that were flared at the top.

Over nearly five decades, the she carried almost 2.5 million passengers and covered more than 5.5 million nautical miles.


As she begins her working retirement, this grand dame of the seas' rich history is being captured in the adjacent *QE2* Heritage Exhibition, as well as the beautifully restored restaurants, rooms and suites in her 13-deck hotel. 



PHOTO: GETTY IMAGES



Electrolux

Make life delicious

with Electrolux

With 100 years of culinary expertise designing appliances for the world's best chefs, the Electrolux built-in cooking range is the secret to great tasting food.



JASHANMAL
SINCE 1919

DUBAI : The Dubai Mall, Mall of the Emirates, Mirdif City Centre Dubai Festival City Mall, Ibn Battuta Mall, Al Ghurair Centre **ABU DHABI** : Abu Dhabi Mall, Marina Mall
SHARJAH : Sahara Centre **AL AIN** : Al Ain Mall, Al Barari Outlet Al Ain **FUJAIRAH** : Hina, Lulu Mall



jashanmalhome



www.jashanmalhome.com



GRANITI
building materials L.L.C

WE'RE THINKING **BIG.**
ARE **YOU?**

 www.facebook.com/granitiuae
 www.twitter.com/granitiuae
 www.youtube.com/granitibuilding1

New Showroom :
Near Times Square Center, Al Quoz Ind.1
Sheikh Zayed Road, Dubai U.A.E T + 971 4 341 1677