

Q&A HEDAYAT ISLAM

The Egyptian designer has set up shop on the Fulham Road

Life before London... I have been living in Egypt for most of my life. For the past 17 years I have worked as an interior and furniture designer, built a design company and furniture retail brand with three amazing partners. They are still running our company (Eklego Design) in Egypt and I am designing a 1,000 square metre house overlooking the Giza Pyramids. I moved here with my husband and three little girls about one year ago.

Tell us about Jam Space The shop showcases our work (Eklego Design) and the work of designers and artists who are reinterpreting traditional or cultural motifs or craft within a contemporary context. Each piece is limited edition and has a strong story behind it. We've just launched a design consultancy service offering home solutions too.

Favourite product story? It's too hard to choose! The Encode collaborative is a group of mathematicians and architects who evolve Middle Eastern patterns using software before applying to cutting-edge materials. There's also Reform Studio – a group of young women who have invented the material Plastex. It consists of 70 per cent shredded plastic bags and 30 per cent cotton, which is then hand-



woven on a traditional loom. **What does your home say about you?** We travel a lot and love art, so we try to surround ourselves with pieces that represent a special trip or event for us. We also collect contemporary Egyptian art and have lots of sketches, which reflects our passion for the creative process as much as the final result itself.

Trends to watch out for? The use of noble materials and vibrant colors juxtaposed against subdued hues of grey. For example copper splashes are going to remain strong. A strong appreciation of skillfully made handicrafts within a contemporary context seems to be increasingly on the rise too.

Favourite fabric? I love mixing and matching from Fermoie's natural textile collections. Natural Egyptian hand-woven linen is also a staple.

How do you source your products? I always seek out designer directories when I visit new cities. In Egypt I call upon the talented designers and craftsmen that I have worked with over the past 17 years.

What colour would you ban? Medicine pink. It's loud and imposes itself on its surroundings... I appreciate subtlety.

Coolest interior? Da Stue Hotel in Berlin.

Piece of furniture? An antique wooden Coptic church chair given to me by my mother in law.

FURNITURE

Simplex sofa, Max Alto/B&B.

bebitalia.com

LITTLE BLACK BOOK

Steal Hedayat's contacts

CLOTHES

Duncan and Namara fine merino tops and scarves.
duncanandnamara.co.uk



BED LINEN

Malaika hand-embroidered in Egyptian cotton.
malaikalinens.com



WALLPAPER

Morris & Co, Golden Lily.
wallpaperdirect.com



ANTIQUES

The Chinese altar table from Orchid.
orchidfurniture.co.uk



PERFUME

Laura Mercier, almond coconut eau de toilette.
lauramercier.com