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## Best Residential Interior Design Firm 2018 - London

# JAM SPACE

BY HEDAYAT

In collaboration with Eklego Design, Jam Space offers a full interior design service for both residential and commercial clients across London. Founder Hedayat explores how she has driven the firm to the success it enjoys today.

**B**uilding on her twenty years of interior and furniture design expertise, Hedayat established Jam Space in 2014, as a one-stop design destination with full access to a growing industry of furniture and product designers in both the United Kingdom and Egypt. Together with Eklego Design, the company is committed to creating unique spaces that will stand the test of time. In her opening comments, she provides us with a detailed overview of how she came to create this visionary firm based on her own experiences.

*"Personally, I moved to London four and a half years ago and while furnishing my own home, it was very difficult to find exactly what I wanted, let alone commissioning bespoke pieces. I love working with workshops and craftsmen on creating bespoke pieces and have been designing spaces and furniture since 1998. I felt there was room to provide a tailored personalised service for bespoke spaces and pieces."*

*"Building on my experience as founding partner of Eklego Design, an award-winning Cairo-based design firm with a retail arm, I decided to create another company in London which would build a solid portfolio of interior design projects in Europe."*

To achieve this mission, the firm works collaboratively with clients to create striking designs. Hedayat shares an insight into the firm's approach and how it works to produce quality results to meet the needs of each individual client.

*"We begin our projects with a blank sheet and start developing ideas based on an open and collaborative approach. This leads to highly diverse design results as is visible in past projects. For example, our latest project was a three-bedroom apartment in Battersea which needed to be redesigned to suit the needs of a family of five. The challenge was coordinating and meeting with the client who lives overseas. However, good drawings, clear communication and efficient procurement helped with the process"*



The reception in the Pyramids Hills Villa



and led to a successful ending to the project. Our personalised service and attention to every detail when it comes to client requests and project constraints is what sets us apart from our competitors and marks us out as the best possible option for our clients. It is the collaborative approach with them which always wins."

With regards to the future, Hedayat is excited for her upcoming projects, as she proudly concludes.

"Going forward, in London, we are working on the full refurbishment of a Lion House in Parsons Green as well as completing the furnishing and styling of a buy to let property in Battersea. We are looking forward to acquiring more commercial and residential projects in the near future. We are also working on the launch of our new line of products.

"Additionally, we are very excited to be embarking on a collaboration with O&T Developments which is a real estate company with a great portfolio. They specialise in property acquisition, buying to let and property management. With O&T Development we will be handling the interior design and procurement for their properties.

"Overall, we feel privileged to act as a design bridge between London and Cairo, and building on the dynamic pool of talent found in both cities."



The grand entrance of Hedayat's Pyramid Hills project for Eklego Design



Detail from Master bathroom, Chelsea Town House