



shop we love

# Jam Space

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**Introducing Jam Space: the new retail concept that brings design stories from around the world, told through a lovingly-curated mix of art, lifestyle and interior products, hand-picked from Egypt, the Middle East, Europe and beyond.**

Founded by Cairo-born interior designer Hedayat Islam, who has spent over 17 years creating spaces and products that are built on the idea of re-interpreting tradition, Jam Space celebrates uniqueness, quality, craftsmanship and design. We talked to Heddy about her mission.





## 1. HOW DID YOUR STORE COME ABOUT?

I moved to London three 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. One thing led to another, and my husband and I decided to create Jam Space, a one stop interior design destination. Building on my experience as founding partner of Eklego Design, an award-winning Cairo-based design firm with a retail arm that has achieved international recognition, I decided to start my own company.

We offer interior design and full furnishing services in collaboration with Eklego Design based on our collection and other brands we represent. In 2015 we launched our own brand of fabrics and wallpapers and continue to create new collections every six months, inspired by my Egyptian heritage, travels and surroundings.





## 2. WHAT IS THE CONCEPT AND MISSION WITH YOUR STORE?

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Our mission is to create a platform for the Design Clinic by Jam Space, a one-stop interior design destination and my own collection of fabrics, wallpapers and furniture, as well as a vehicle for unique and interesting brands. In 2016 our main objective is to increase our web presence, our visibility as interior design consultants, and launch our new collection.

*“I believe good design should be timeless and not dictated by trends.”*

## 3. DO YOU FOLLOW TRENDS OR HAVE YOU GOT YOUR OWN SIGNATURE STYLE?

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I am always inspired by my surroundings, and if I were to be influenced by a trend, it is usually unintentional. I believe good design should be timeless and not dictated by any trends. I have a strong belief in building on one's personal heritage and creating objects which are inspired by personal experiences. My most cherished designs are those that are based on reinterpretations of historic spaces or ornaments within a contemporary context. A perfect example is the Depet sofa, which is made of solid wood and inspired by an ancient Egyptian barge. I also relish fusing old with new, such as in the Bukhara table by Eklego Design, where a hand embroidered traditional Suzanni is encapsulated at high heat within two sheets of perspex.



## 4. WHAT IS THE MOST POPULAR PRODUCT IN YOUR STORE?

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Our large and plush sofas are a big hit. They are layered, often topped by a hand-tufted, Egyptian cotton thickly-piped mattress. Clients relish the flexibility of mixing and matching different fabrics to create unique seating solutions. Our fabrics and wallpapers are quite popular, especially the Safari collection, which is based on subtle colours of washed paint inspired by the landscape of South Africa. Our hand-blown glass lights are also much coveted and come in an array of 23 colours.







## *Heddy's 5 designer tips*

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1.

### **RECYCLE ITEMS & FIND NEW WAYS OF USAGE**

Always work with what you have, recycling items and configuring new ways of displaying them. Recently for example, I used a client's radio from the fifties as a bar (on previous page).

2.

### **BRING IN PIECES THAT HAVE EMOTIONAL CONNECTION**

Make sure to bring out pieces that you are emotionally attached to that emotion usually conveys a story through the piece. A grandmother's chair that is reupholstered or an old teapot that has been turned into a side lamp.

3.

### **MIX OLD & NEW**

Mixing old and new in the same corner is always very effective in evoking an eclectic feel. For example, contemporary comfortable sofas are fabulous with kilim or traditionally embroidered throw pillows.

4.

### **MIRROR REFLECTION**

I love collecting old doors and old windows and inserting mirrors in their openings. The interaction of the person viewing them is always interesting and adds mystery as well as depth to any room.

5.

### **USE WALLPAPER AS A FEATURE**

Using wallpaper or cladding can add a strong feature to a room. Our Ornamental Stories collection of wallpapers is inspired by ancient Egyptian ornaments and symbols and we often use it in our projects to give a room character.





# OUR FAVOURITE Six



1. CAPITONE SOFA, £2,900



2. MASR MENAWARA, PENDANT £785



3. JAM SPACE FABRICS, £69/MTR



4. GRAMMY CHAIR, £295



5. MAFROUKA SIDEBOARD, £2,250



6. DECANTER, £50