



JAMM  
BY HEDAYAT

[www.jambyhedayat.com](http://www.jambyhedayat.com)

A Design Jam is an idea factory based on collaboration. In the design field, jams (or charettes) are employed as one of the many stages of a larger planning, strategy and design process undertaken by the lead design organization.

## OUR STORY



**Jam Space UK** was established by **Hedayat** in **2014** building on her 20 years of experience, as well as her passion for textiles, handcrafted furniture and original designs.

In **2015** Jam Space's first pattern collection was launched and since then a further four collections were created and launched.

The collections have since garnered media attention as well as been shortlisted for various awards.

## BIOGRAPHY



"I search for, I design, and I utilise fabrics, textures, and colours that tell stories and provoke emotional responses. I thrive on collaboration with fellow designers, craftsmen and artists. My projects and products celebrate craftsmanship, adventure and discovery."

***Hedayat***

Principal Designer & Founder- **Jam By Hedayat**  
Founding Partner – **Eklego Design**

After working for twenty years in residential and commercial interior design projects as Eklego Design's founding partner, **Hedayat** moved to London with her family. **Hedayat** continues to work on projects and consults for Eklego in Egypt and in the UK.



**REGISTERED  
INTERIOR  
DESIGNER®**  
COLLECTIVE MARK



## Awards:

- **2019 Luxury Travel Guides, Lifestyle Awards,**  
Winner in the category Commercial Interior Designer of the year - London
- **2018 Build 2018 Architecture Awards,**  
Winner in the category Best Residential Interior Design Firm 2018 - London
- **2017 Society of British Interior Designers,**  
Finalist in the category Residential House under £1M (Hedayat/Eklego Design)
- **2017 International Architecture and Design Awards,**  
shortlisted in the category Fabrics (Jam Space)
- **2017 International Architecture and Design Awards,**  
shortlisted in the category Wallcoverings (Jam Space)
- **2016 London Fashion Week Commendation for best country stand,**  
Egypt Project: London Design Biennale at Somerset House (Jam Space)
- **2014 International Design and Architecture Awards Winner,**  
Commercial Residence Project: Forty West Apartments (Eklego Design)
- **2014 Finest Interior Design With Textiles Winner,**  
Special Award Project: Nile Dahabeya (Eklego Design)
- **2013 Zimmer+Rohde Interior Contract Awards Winner,**  
Residential Design Project: Forty West Apartments(Eklego Design)
- **2010 Arabian Property Awards in association with Bloomberg Television Highly commended,**  
Commercial Interior Design Category Project: SODIC Sales Centre (Eklego Design)
- **Highly commended, Residential Interior Design Category Projects:**  
Summer Villa in Gouna & House in Saqqara (Eklego Design)

## Media & Publications:

### Books

- **Daughters of the Nile,** Cambridge Scholars Publishing, 2016
- **Andrew Martin Interior Design Review,** UK, Issue #14, 2010/2011
- **Egyptian Homes Modern,** Egypt, Dar El Shorouk, 2010
- **Andrew Martin Interior Design Review,** UK, Issue #12, 2008/2009

## Magazines & Newspapers

- **Build 2018 Architecture Awards Magazine,** July 2018
- **25 Beautiful Homes,** May 2018
- **Egypt Today,** March 2018
- **Furniture News,** May 2017
- **The List by House&Garden,** November 2016
- **Estilla,** November 2016
- **Interior Design Today,** My Icon, September 2016
- **Interior Design Today,** Ask the Designer, July 2016
- **The Resident,** January 2016
- **The World of Interiors,** December 2015
- **Trend Magazine,** October 2015
- **Homes and Gardens, UK,** October 2015
- **Trend Design, Trend Home, Jordan,** June, 2015
- **Sunday Telegraph, Stella Magazine, Little Black Book, UK,** April 26th, 2015
- **Financial Times, How to spend it, Van der Postings, UK,** March 9th, 2015
- **House and Garden, Insider, UK,** March, 2015
- **Elle Decoration, Explore/News, UK,** March, 2015
- **Country and Town House, Q&A, UK,** March, 2015
- **Homes and Gardens, London Notebook, UK,** March 2015
- **Wallpaper\* Magazine, UK, Issue 176,** Nov 1, 2013
- **Obelisque Magazine, Egypt, Issue #15,** Jan 1, 2013
- **Monocle Magazine, UK, Vol. 5, Issue 48,** Nov 1, 2011
- **Kalimat Magazine, UAE, Vol. 1, Issue 4,** Dec 15, 2011
- **Arabia's Best 2010, UAE, International Property Awards Publications,** 2010
- **Magaz Magazine, Egypt, Issue 302,** June- July 2010
- **Obelisque Magazine, Egypt, Issue # 11,** Summer 2010
- **Community Times, Egypt, Issue # 171,** April 2010
- **Obelisque Magazine, Egypt, Issue # 9,** Winter 2009
- **Magaz Magazine, Egypt, Issue 203,** August September 2009
- **Crossroad Magazine, Hungary, Issue #13,** June 2009
- **Modern Carpets & Textile, UK, HALI Publications,** Spring 2009 Issue
- **Obelisque Magazine, Egypt, Issue # 5,** Winter 2008
- **International Herald Tribune/ Daily News Egypt, Egypt,** Nov. 29-30, 2008
- **FLAIR Magazine, Egypt, Issue # 12,** September/October 2008
- **Enigma Magazine, Egypt,** June 2008
- **El Beit Magazine, Egypt, Al-Ahram, Issue # 67,** January 2006
- **CANVAS Magazine, UAE, V. 1 Issue #6,** 2005
- **International Herald Tribune/ Daily News Egypt, Egypt,** Aug. 24, 2005



## MARIANNE

Banker by education, **Marianne** is a hard core mother and a sports fanatic.

**Marianne** and **Heddy** collaborated on the former's family home, the experience was unlike most a brilliant one.

It was the result of the complementary attributes and talents of both of them which led them to think of a permanent setup whereby creativity is complemented by structure and organization.

**Heddy** and **Marianne** share a passion for anything and everything Egyptian.



## MARCIA

Jam's Business Developer, **Marcia** has worked with **Hedayat** since 2014. Originally from the Netherlands, she has brought her ten years of experience working and living in Egypt to compliment her strong knowledge of European markets and management. She is an anchor for Jam, and works on the daily management of Jam's UK and international projects. **Marcia** focuses on client satisfaction and project delivery, using practical skills and experience developed during twenty years of managing hotels and complex events. Her wide-ranging and dynamic role includes working with clients and overseeing project management and logistics.



## RAMY

**Ramy** has worked with **Hedayat** for the past twelve years. Together they have developed products as well as completed interior design projects, in both Egypt and the United Kingdom.

From a Nile Dahabeyya to a Zamalek loft all the way to the North Coast of Egypt and London's Chelsea, Ramy has been instrumental in helping **Hedayat** with her projects. The Travels collection was also developed in collaboration between Hedayat and Ramy's design office that developed a process to generate computer patterns (Pattern Depot).



## MIRIAM

**Miriam** is an aspiring Spatial designer from Cairo, Egypt who studied Interior and Spatial design at Chelsea College of Art in London, where she met **Hedayat** and joined Jam in 2017. **Miriam** and **Hedayat** worked closely on several projects, including the Edfu collection. **Miriam** delights in all things art and design, from pattern, to product, to space, and everything in between. She is inspired by world cultures and history, and enjoys experimenting with concepts and research to reach exciting design outcomes. **Miriam** believes design has no boundaries, and so she is constantly learning and on the lookout for new opportunities.



## YOUSRA

A furniture and product designer, graduated from the Fine Arts, Interior Design section in 2002. She worked at Module Design Studio as an Interior Designer for three years then moved on to Eklego Design for nine years as a furniture and interior designer where her and **Hedayat** collaborated on a series of furniture designs. In 2015, **Yousra** collaborated with **Hedayat** on creating the first pattern collection for Jam. She continues to work with Jam on various products and projects as well as her own brand Room No.9 which was founded in 2015.



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**JAM**  
BY HEDAYAT

At **Jam by Hedayat** we have developed several collections of patterns for you. Each of these collections was designed from a different perspective, ranging from pharaonic symbolism, to African landscapes to patterns inspired by historical ornaments. Most of the collections are based on collaborative efforts between Hedayat and fellow designers.

The results are eclectic collections that will offer you the tools to brighten your space.

# EDFU Collection

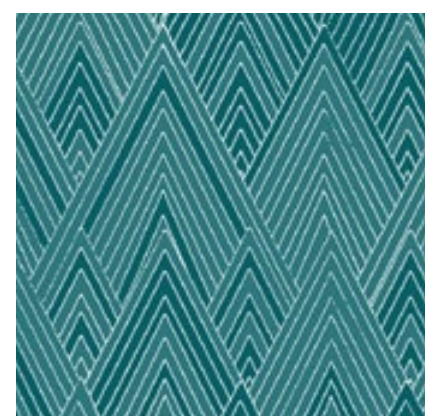
This entire collection has been inspired by the inscriptions on the walls of the Temple of Edfu which is an Egyptian temple located on the west bank of the Nile in Upper Egypt. Etchings on column bases, abstracted leaf drawings and stylised lotuses found on the column capitals, dictated the main motif of each fabric of this collection which was then repeated and coloured in to give depth and texture.

Hedayat and Miriam Hatem worked in close collaboration to come up with this collection.

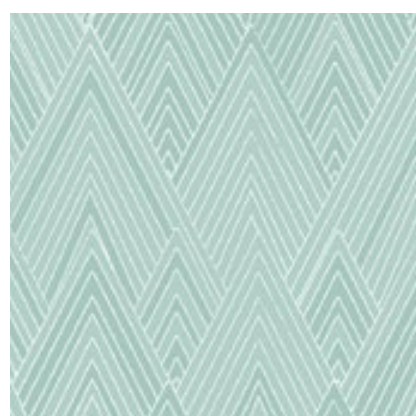


# Pyramid Pattern

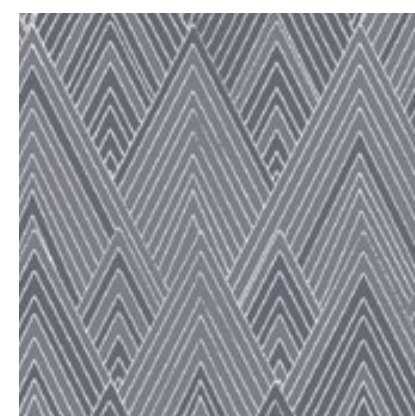
## FABRIC COLLECTION



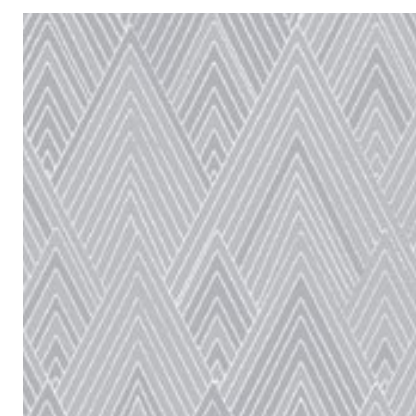
KINGFISHER  
50 162



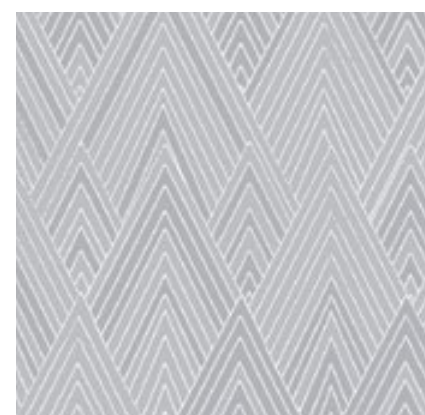
AQUA  
50 164



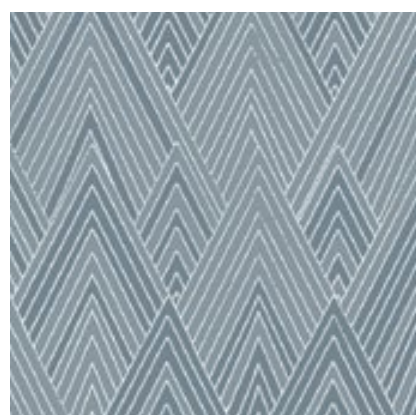
COAL  
50 159



SHADES OF GREY  
50 160



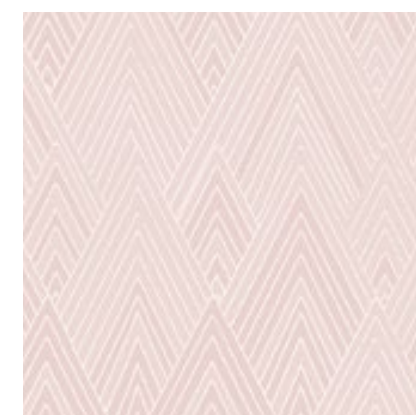
ICE GREY  
50 158



DENIM BLUE  
50 163



LIGHT BLUE  
50 161



SALMON  
50 157

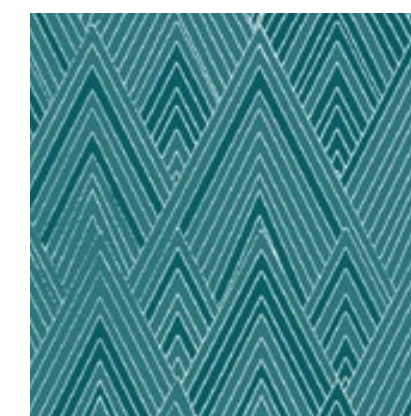
Width varies between 137 cm - 140 cm depending on fabric composition  
Minimum order 6meter, if fabric not in stock. Slight colour differences may occur between different batches







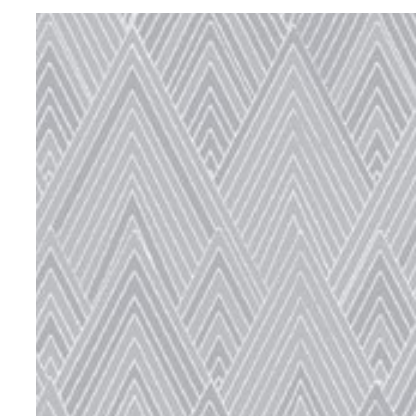
## WALLPAPER COLLECTION



**KINGFISHER**  
51 040



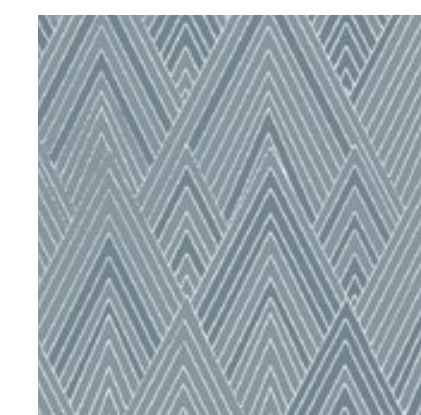
**COAL**  
51 037



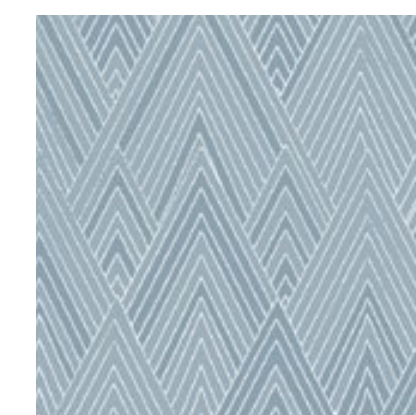
**SHADES OF GREY**  
51 043



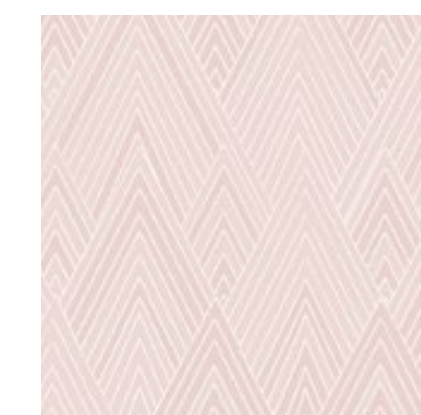
**ICE GREY**  
51 039



**DENIM BLUE**  
51 038



**LIGHT BLUE**  
51 041



**SALMON**  
51 042

Wallpaper comes in panels of 104 x300 cm or in rolls of 52 cm x10 met.  
Slight colour differences can occur between different batches

# PALM Pattern

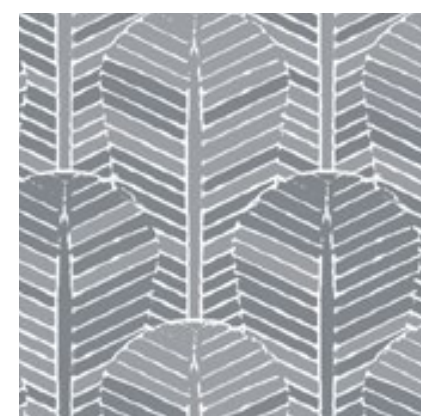
## FABRIC COLLECTION



KINGFISHER  
50 167



AQUA  
50 171



SHADES OF GREY  
50 165



ICE GREY  
50 168



DENIM BLUE  
50 170



LIGHT BLUE  
50 166



SALMON  
50 169

Width varies between 137 cm - 140 cm depending on fabric composition  
Minimum order 6meter, if fabric not in stock. Slight colour differences can occur between different batches





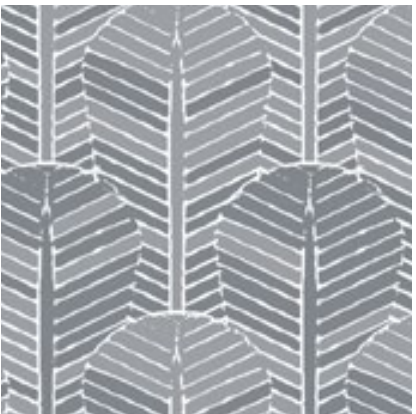
**WALLPAPER  
COLLECTION**



**KINGFISHER**  
51 033



**AQUA**  
51 035



**SHADES OF GREY**  
51 034



**ICE GREY**  
51 032



**LIGHT BLUE**  
51 036



**SALMON**  
51 031

Wallpaper comes in panels of 104 x300 cm or in rolls of 52 cm x10 met.  
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# EDFU FLOWER

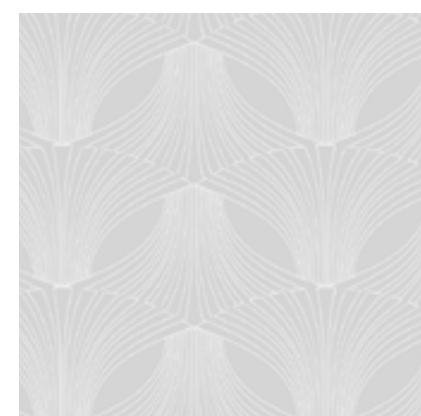
## FABRIC COLLECTION



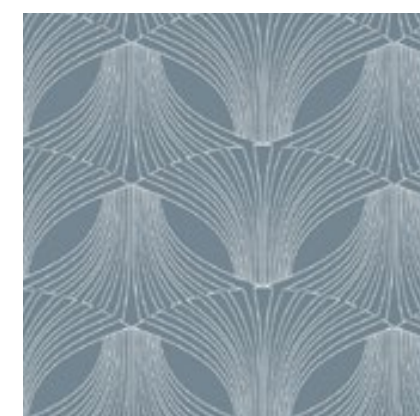
COAL  
50 176



ICE GREY  
50 173



GREY MIST  
50 174



DENIM BLUE  
50 175



LIGHT BLUE  
50 172



AQUA  
50 177



SALMON  
50 180

Width varies between 137 cm - 140 cm depending on fabric composition  
Minimum order 6meter, if fabric not in stock. Slight colour differences can occur between different batches





## WALLPAPER COLLECTION



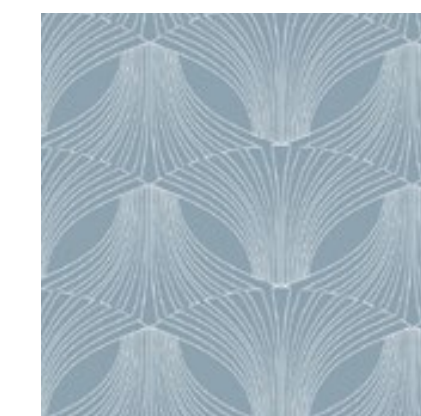
COAL  
51 027



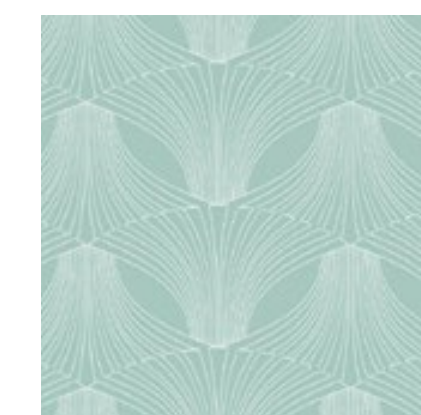
ICE GREY  
51 029



GREY MIST  
51 028



LIGHT BLUE  
51 030



AQUA  
51 026

Wallpaper comes in panels of 104 x300 cm or in rolls of 52 cm x10 met.  
Slight colour differences can occur between different batches



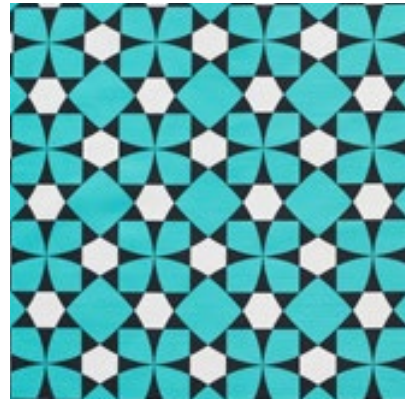
# TRAVELS Collection

This collection consists of a merger between traditional motifs and modern day technology. It builds on the idea of a modularised repeat pattern. For each design, one element was selected, abstracted and repeated through a software program developed by Pattern Depot. The geometrical element was rotated, mirrored and repeated to create an interesting array of patterns inspired by historical ornaments.

# FABRIC COLLECTION



INLAY OCHRE  
50 086



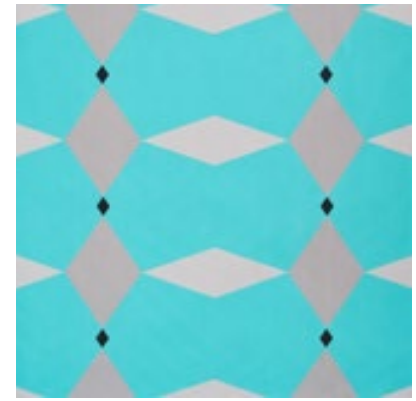
INLAY TURQUOISE  
50 087



ALMAZ GREY  
50 084



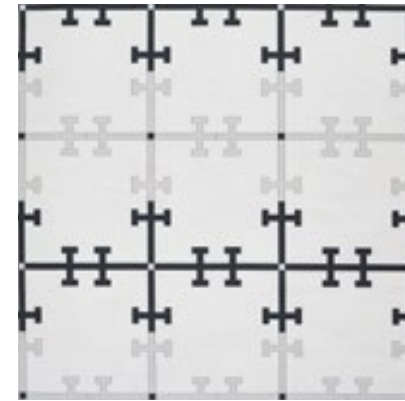
RHOMBUS GREY  
50 094



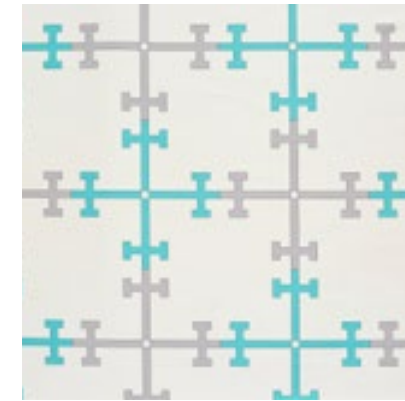
RHOMBUS TURQUOISE  
50 095



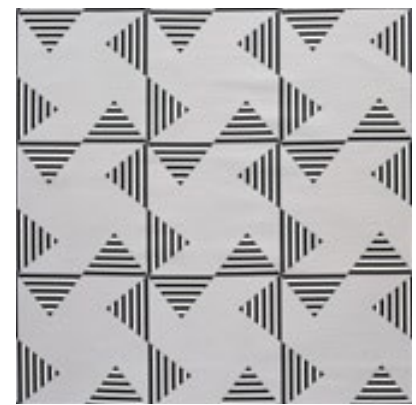
TULUN GREYS  
50 099



TRELLIS GREY  
50 097



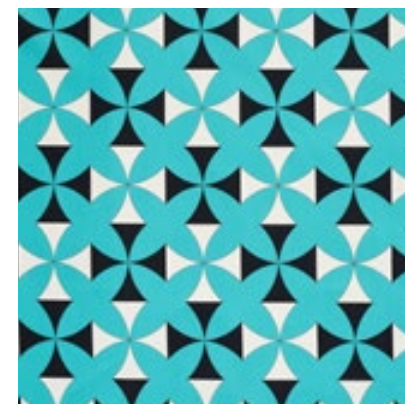
TRELLIS TURQUOISE  
50 098



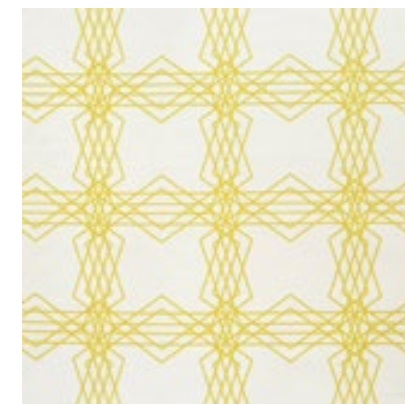
FANS GREY  
50 085



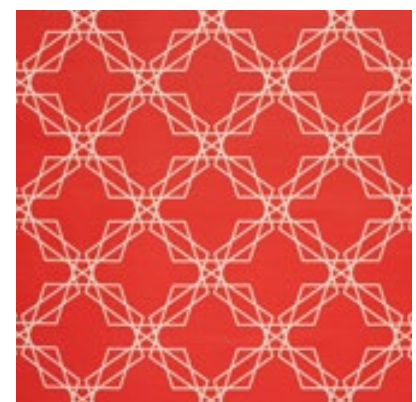
TULUN OCHRE  
50 089



TULUN TURQUOISE  
50 100



INTERSECTING STARS  
OCHRE 50 088



STARS RED  
50 096

Width varies between 137 cm - 140 cm depending on fabric composition  
Minimum order 6meter, if fabric not in stock. Slight colour differences can occur  
between different batches



# CUSHIONS

## CUSHION SIZES

S

30 X 50 CM

M

45 X 45 CM

L

55 X 55 CM

INLAY OCHRE 54 040L



INLAY OCHRE 54 040S



TULUN GREY 54 039L



TULUN GREY 54 039S



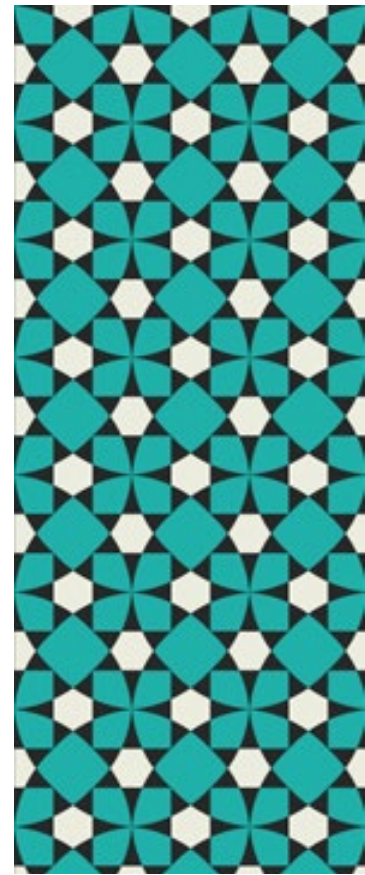
Cushions can be ordered in three sizes in patterns of all fabric collections  
Minimum orders apply. Only B2B



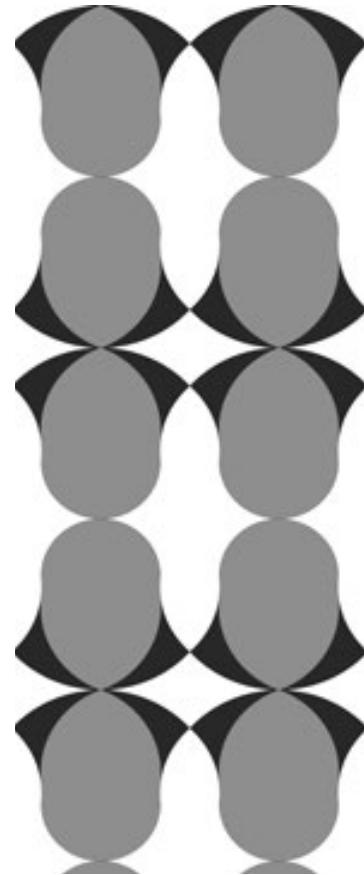
# WALLPAPER COLLECTION



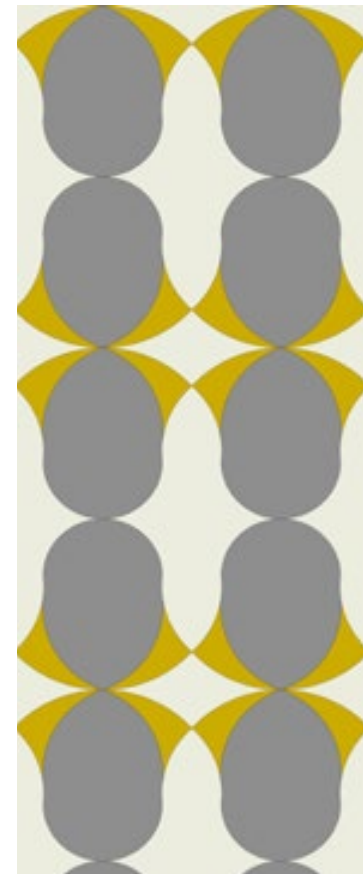
INLAY OCHRE  
51 024



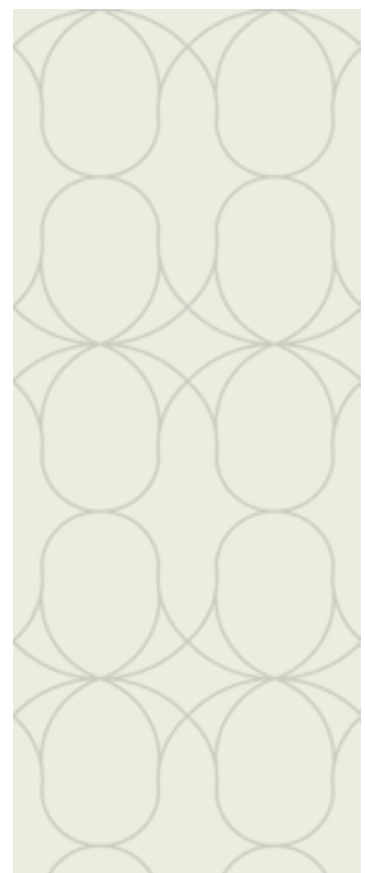
INLAY TURQUOISE  
51 025



NOCTURN GREYS  
51 021



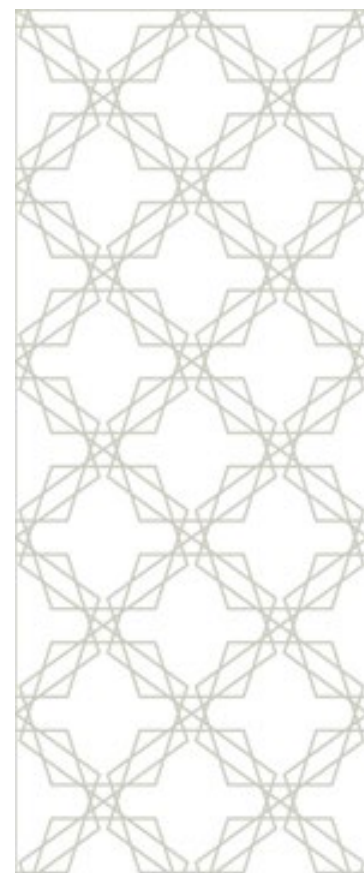
NOCTURN OCHRE  
51 019



NOCTURN VANILLA  
51 020



RHOMBUS GREYS  
51 023



STARS GREY  
51 022



TULUN OCHRE  
51 018

Wallpaper comes in panels  
of 104 x300 cm  
or in rolls of 52 cm x10 met.  
Slight colour differences can  
occur between different batches.

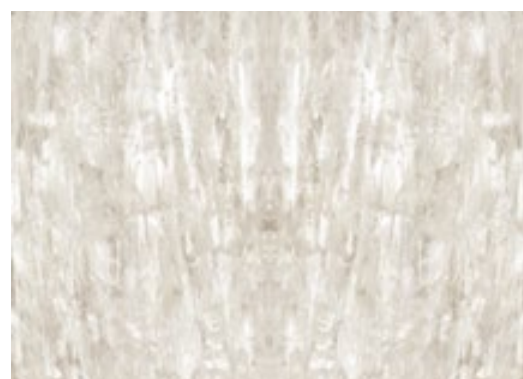


# SAFARI Collection

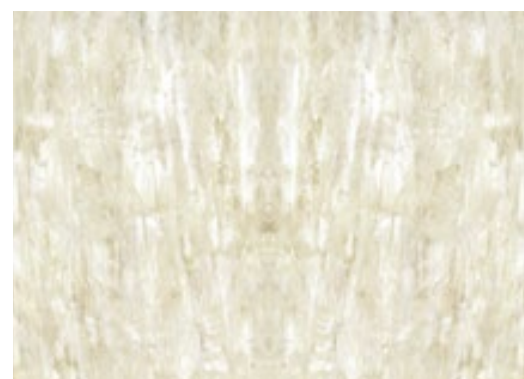
Soft gradations of colour, from subtle greys to washed out blues, juxtaposed against the brightly coloured painterly brush strokes and hand drawn flora and fauna define our safari collection. Inspired by the stunning scapes of Africa, this collection was hand painted by **Hedayat**.



## FABRIC COLLECTION



ALABASTER TAUPE  
50 075



ALABASTER  
50 074



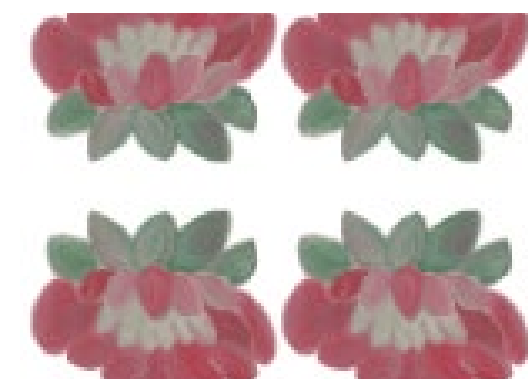
FIELDS GREY  
50 066



FIELDS LIME  
50 064



FIELDS TEAL  
50 065



WARDA  
50 077



RIVER BEIGE  
50 073



RIVER BLUE  
50 070



RIVER GREEN  
50 071



RIVER GREY  
50 072



RIVER SKY  
50 067



RIVER SUNSET  
50 068

Width varies between 137 cm - 140 cm depending on fabric composition  
Minimum order 6meter, if fabric not in stock. Slight colour differences can occur between different batches



IBIS  
50 076

# CUSHIONS

## CUSHION SIZES

S

30 X 50 CM

M

45 X 45 CM

L

55 X 55 CM

WARDA  
50 066L



ALABASTER  
54 053L



RIVER BLUE  
54 054L



RIVER SUNSET  
54 048 L



Cushions can be ordered in three sizes in patterns of all fabric collections  
Minimum orders apply. Only B2B



## WALLPAPER COLLECTION



ALABASTER  
51 007



FIELDS BEIGE  
51 011



FIELDS GREY  
51 049



FIELDS LIME  
51 009



FIELDS TEAL  
51 010



MAHARA  
51 008

Wallpaper comes in panels of 104 x300 cm  
or in rolls of 52 cm x10 met.  
Slight colour differences can occur between different batches



# ORNAMENTAL STORIES Collection

This collection translates traditional Pharaonic symbols, such as the Lotus flower, and the Nile zigzag symbol into bold and contemporary designs. The collection ranges from a colourful chevron design, to a soft and painterly portrayal of the Lotus. The colour palette ranges from monochromatic neutrals, to fresh and tropical aquas and marine blues. Hedayat and Yusra Yassin worked in close collaboration to come up with this collection.



## FABRIC COLLECTION



EDFU FALCON STRIPES NILE  
50 045



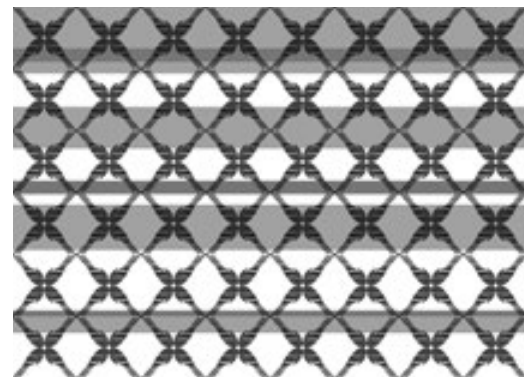
EDFU FALCON STRIPES  
TAUPE 50 044



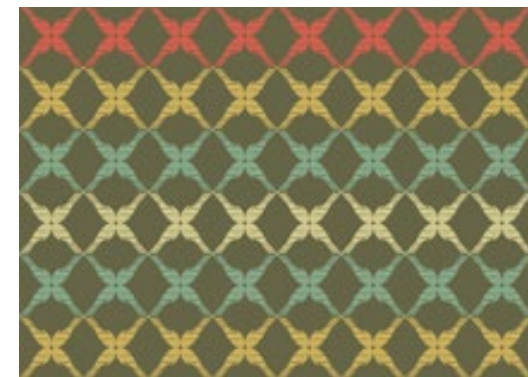
NILE SAND CHARCOAL  
50 051



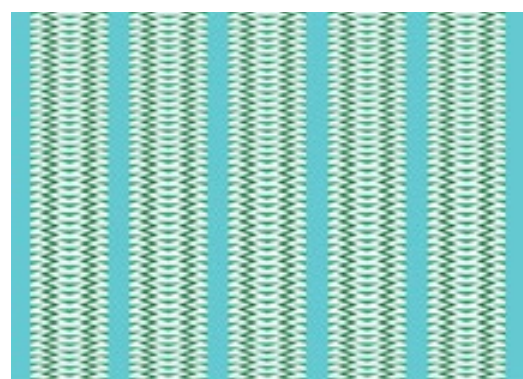
EDFU WINGS AQUA  
50 007



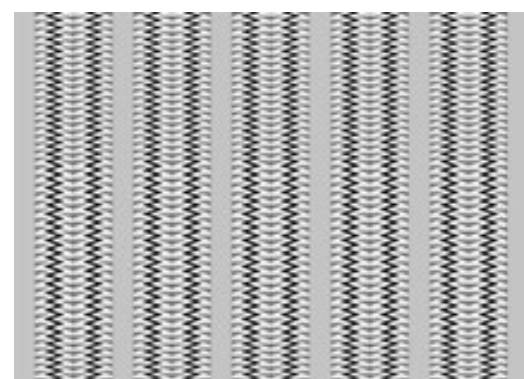
EDFU WINGS CHARCOAL  
50 005



EDFU WINGS OLIVE  
50 006



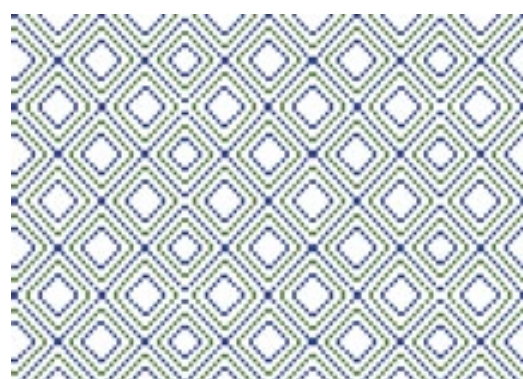
FLOW AQUA FABRIC  
50 011



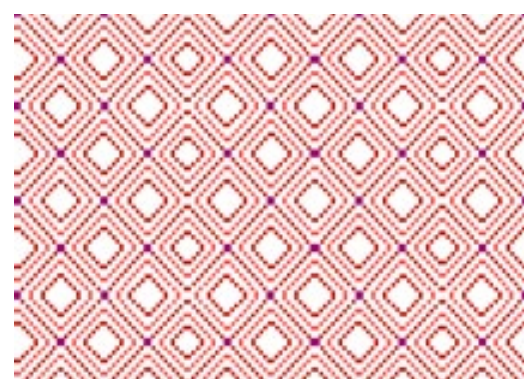
FLOW CHARCOAL FABRIC  
50 009



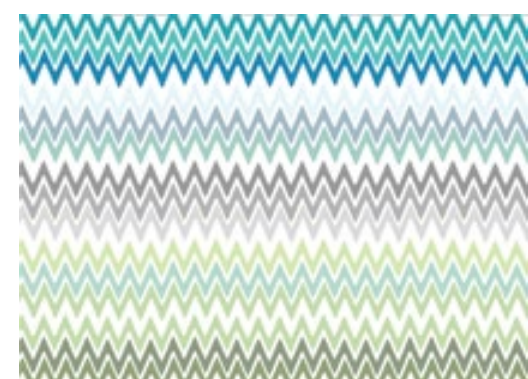
KILIM DIAGONAL AQUA  
50 022



KILIM DIAGONAL NILE BLUE  
50 021



KILIM DIAGONAL RUBY  
50 020



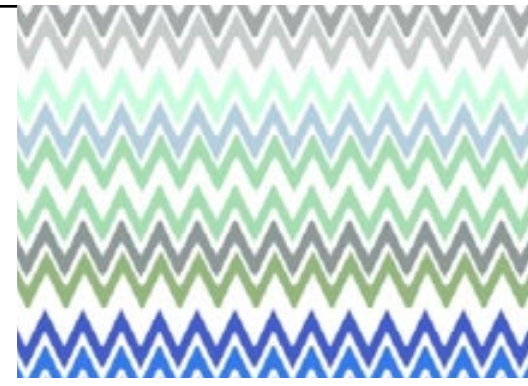
NILE ZIGZAG AQUA  
50 033

Width varies between  
137 cm - 140 cm depending  
on fabric composition  
Minimum order 6meter,  
if fabric not in stock. Slight  
colour differences can occur  
between different batches





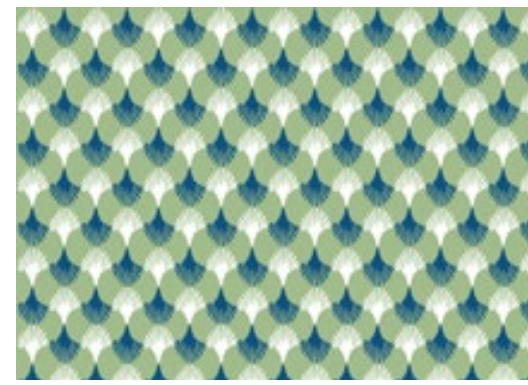
NILE ZIGZAG MIST  
50 031



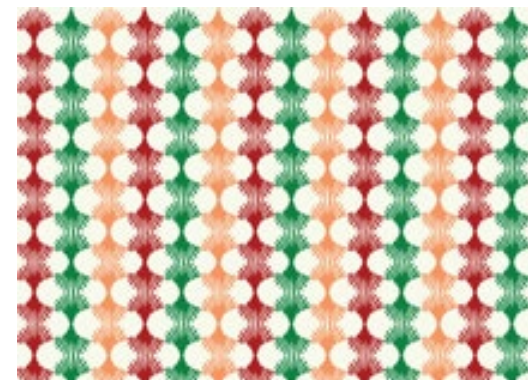
NILE ZIGZAG BLUE  
50 032



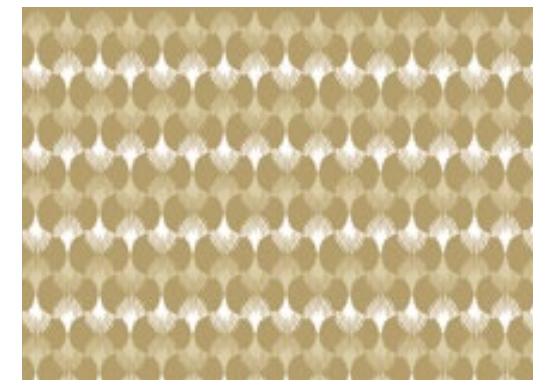
NILE ZIGZAG SUNSET  
50 034



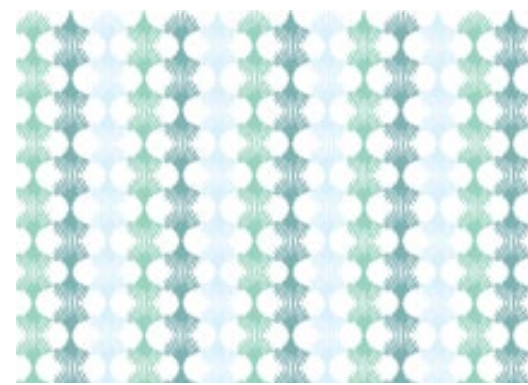
LOTUS EMERALD  
50 036



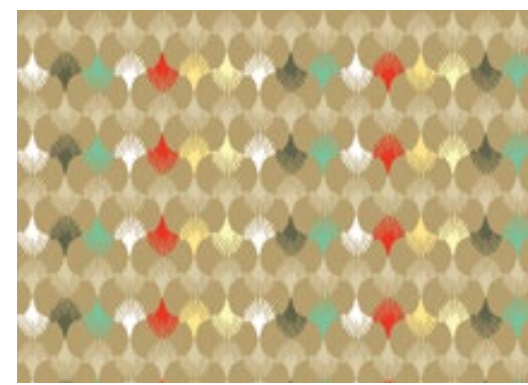
LOTUS KALEIDOSCOPE  
50 040



LOTUS SAND  
50 038



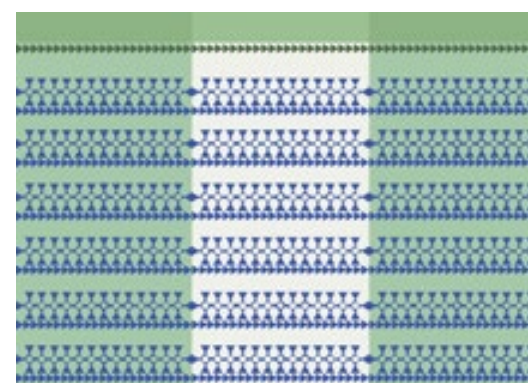
LOTUS BLUE AND GREEN  
50 055



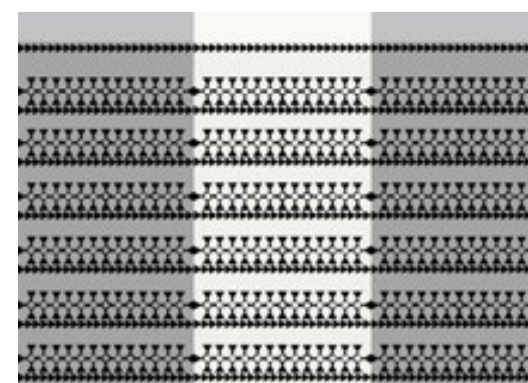
LOTUS COLORED  
50 037



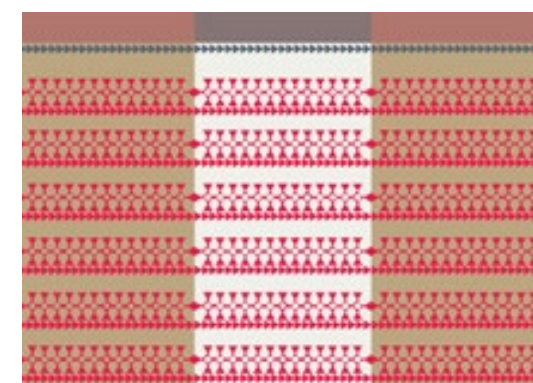
LOTUS WHITE & BEIGE  
50 056



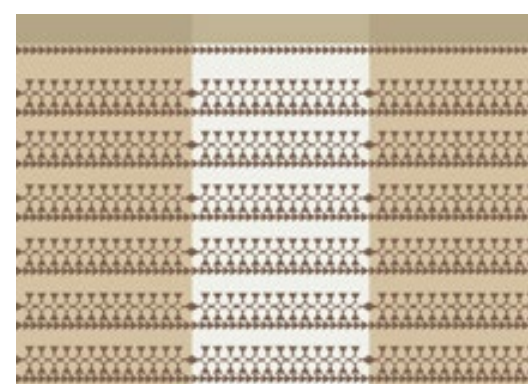
SIWA AQUA  
50 024



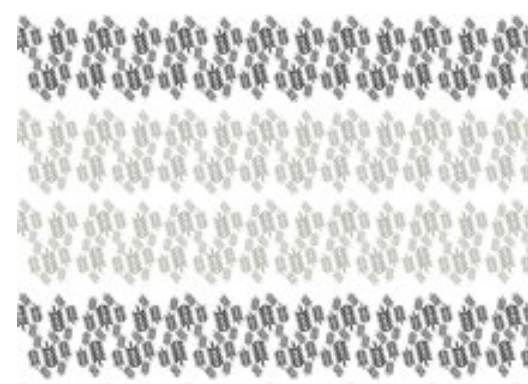
SIWA CHARCOAL  
50 023



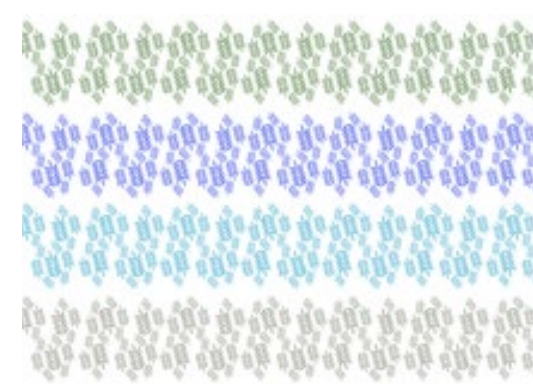
SIWA RUBY  
50 025



SIWA SAND  
50 026



FOLIAGE CHARCOAL  
50 014



FOLIAGE NILE BLUES  
50 013

Width varies between  
137 cm - 140 cm depending  
on fabric composition  
Minimum order 6meter,  
if fabric not in stock. Slight  
colour differences can occur  
between different batches





# CUSHIONS

## CUSHION SIZES

S

30 X 50 CM

M

45 X 45 CM

L

55 X 55 CM

LOTUS COLOURED  
54 015L



NILE ZIGZAG SUNSET  
50 040L



EDFU WINGS CHARCOAL  
50 003L



NILE ZIGZAG AQUA  
54 010L



LOTUS BEIGE AND WHITE  
50 019L



FOLIAGE NILE BLUES  
50 016L



Cushions can be ordered in three sizes in patterns of all fabric collections  
Minimum orders apply. Only B2B

WALLPAPER  
COLLECTION



Lotus  
Blue and green

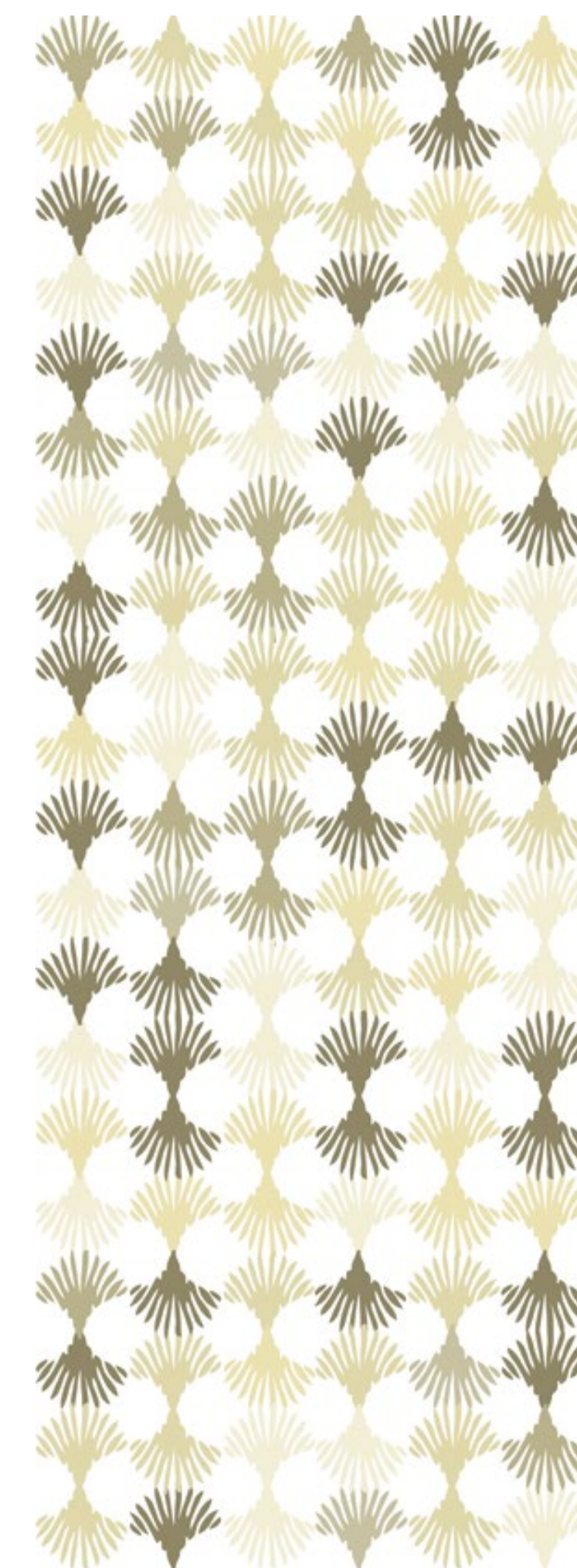
51 005

Wallpaper comes in panels of 104 x300 cm or in rolls of 52 cm x10 met.  
Slight colour differences can occur between different batches





JAM  
BY HELLYER



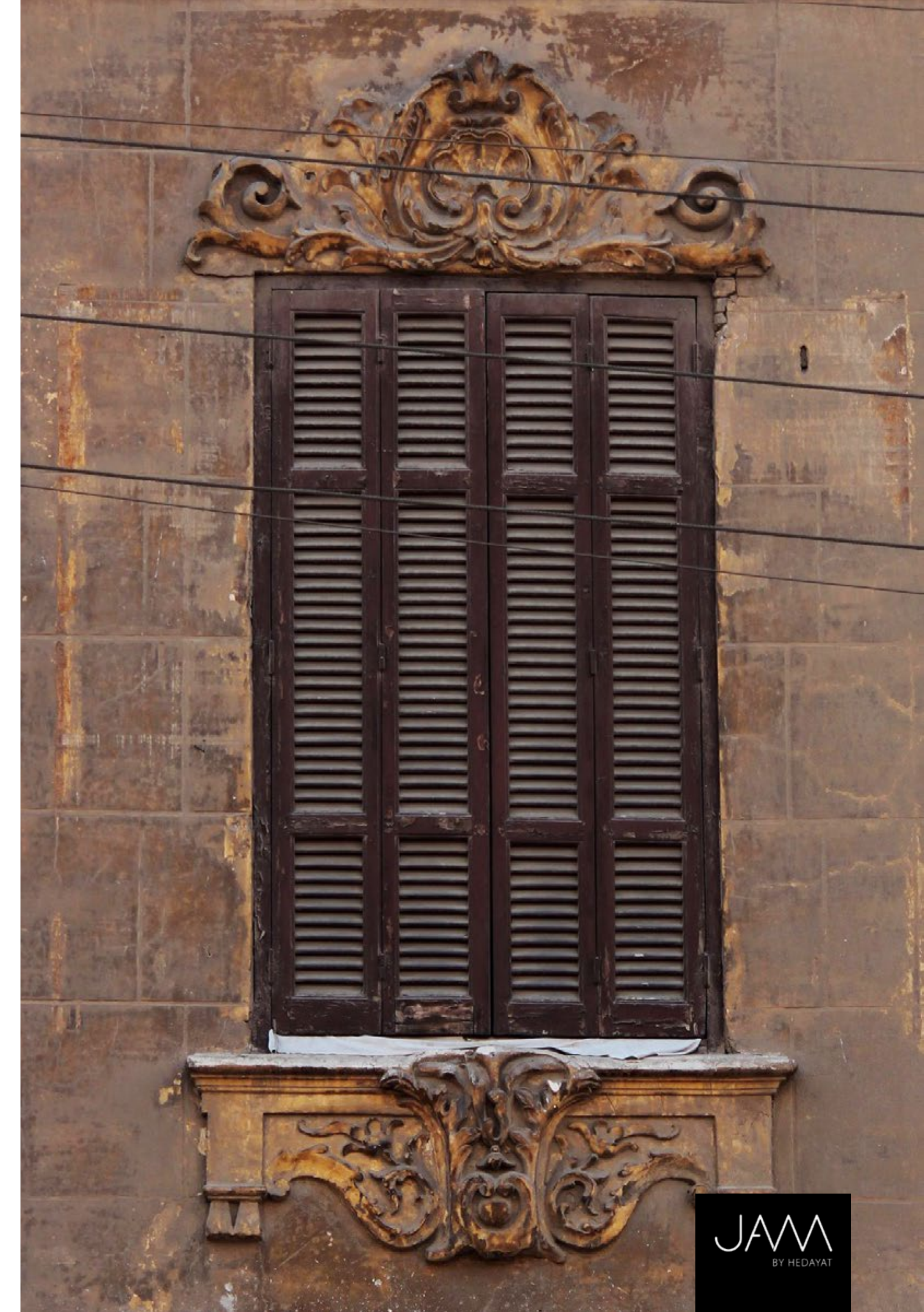
Lotus  
White and Beige  
51 006

Wallpaper comes in panels of 104 x300 cm or in rolls of 52 cm x10 met.  
Slight colour differences can occur between different batches

# CAIRO SCAPES

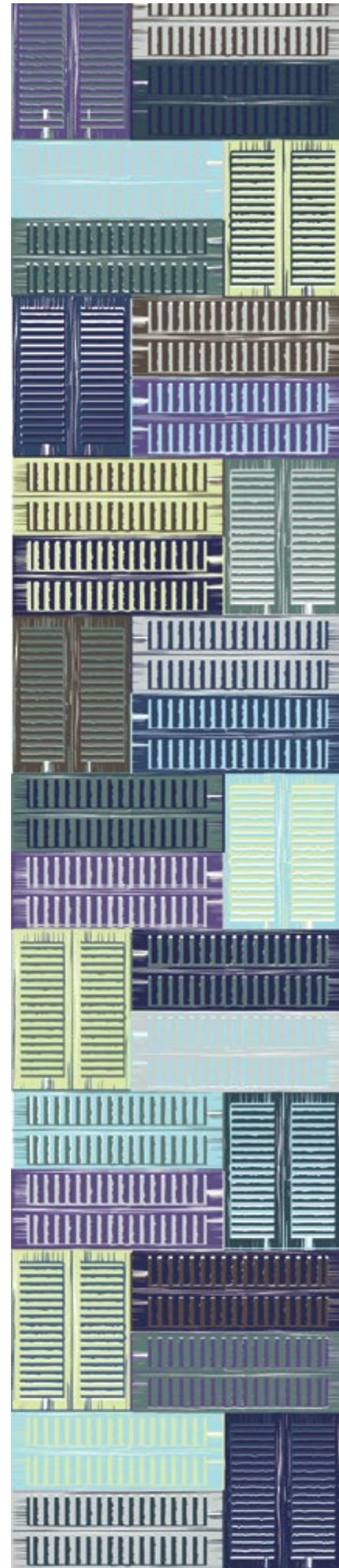
## Wallpaper Collection

This specific wallpaper collection was inspired by the architectural and decorative details dotting the contemporary Cairo scape. Balat was inspired by the hand poured encaustic flooring lining the entrances of mid twentieth century Cairene buildings. The colours used are subtle and the patterns are patched from different entrances to create a novel harmonious look. The 'sheesh' collection is inspired by the handmade wooden shutters adorning the windows and balcony doors of most structures in the city. The way they are organised and the colour variation is meant to render them a playful element. As for the 'Suhaymi' panel, it is inspired by the rich wooden trellis work (mashrabeyya) of one of Cairo's oldest residential edifices and is meant to provide an interesting story to the walls of the room it adorns.





VERTICAL SHEESH  
51 014



RANDOM SHEESH  
51 015

Wallpaper comes in panels of 104 x300 cm  
or in rolls of 52 cm x10 met.  
Slight colour differences can occur between different batches





SUHAYMI  
51 016



MASHRABIYA  
51 017

Wallpaper comes in panels of 104 x300 cm  
or in rolls of 52 cm x10 met.  
Slight colour differences can occur between different batches





BALAT GREEN & BLUE  
51 013



BALAT  
51 012

Wallpaper comes in panels of 104 x300 cm  
or in rolls of 52 cm x10 met.  
Slight colour differences can occur between different batches



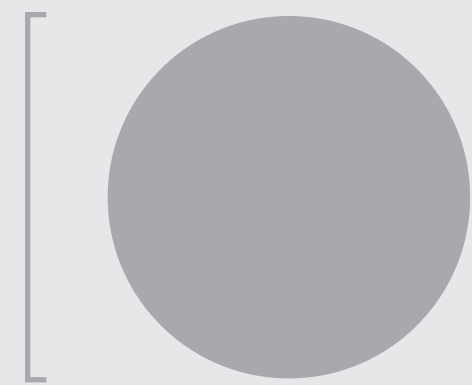


# TABLEWARE

Building on our patterns, we came up with a series of glassware that can be used as both functional server ware and decorative pieces. We worked with the artist Walid Onsy, based on his stunning hand made shapes and forms.



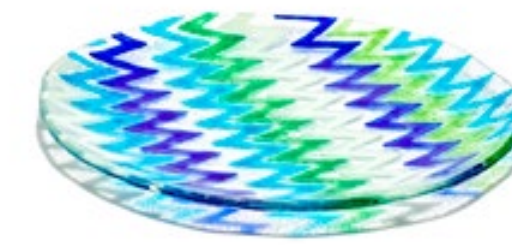
# DINNER PLATES



Ø26 CM X 2 CM



SIWA AQUA  
55 042



NILE ZIGZAG BLUE  
55 043



FLOW AQUA  
55 044



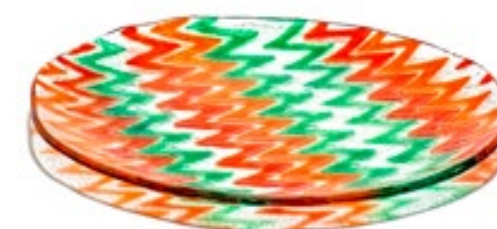
LOTUS BLUE AND GREEN  
55 048



LOTUS WHITE  
55 050



SIWA SAND  
55 046



NILE ZIGZAG SUNSET  
55 045



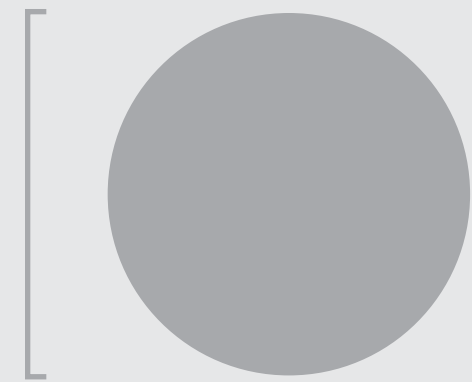
LOTUS KALEIDOSCOPE  
55 051



SIWA RUBY  
55 047

-The patterned glassware can be ordered in all patterns.  
-Minimum order 12 pieces.  
-All glassware is handmade therefore sizes and colours might vary slightly from displayed items and different batches.

# MEZZE BOWLS



Ø16 CM X 6 CM H



NILE ZIGZAG SUNSET  
55 055



LOTUS COLOURED  
55 056



LOTUS CHARCOAL  
55 053



NILE ZIGZAG MIST  
55 052



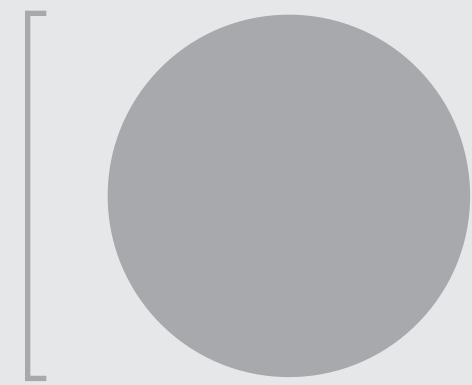
SIWA SAND  
55 058



SIWA RUBY  
55 057

-The patterned glassware can be ordered in all patterns.  
-Minimum order 12 pieces.  
-All glassware is handmade therefore sizes and colours might vary slightly from displayed items and different batches.

# SERVING BOWLS



Ø31 CM X 5 CM



NILE ZIGZAG SUNSET  
55 041



LOTUS KALEIDOSCOPE  
55 040



LOTUS CHARCOAL  
55 038



SIWA SAND  
55 039



SIWA SAND  
55 039



SIWA RUBY  
55 037

-The patterned glassware can be ordered in all patterns.  
-Minimum order 12 pieces.  
-All glassware is handmade therefore sizes and colours might vary slightly from displayed items and different batches.

# ROUND CHEESE PLATTERS



40CM X 30 CM

-The patterned glassware can be ordered in all patterns.  
 -Minimum order 12 pieces.  
 -All glassware is handmade therefore sizes and colours might vary slightly from displayed items and different batches.



LOTUS KALEIDOSCOPE  
55 065



SIWA SAND  
55 064



NILE ZIGZAG BLUE  
55 066

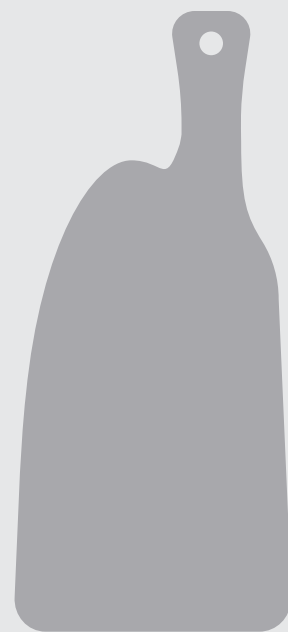


SIWA AQUA  
55 067

# RECTANGULAR CHEESE PLATTERS



38 X 15 CM



41 X 19 CM

-The patterned glassware can be ordered in all patterns.  
-Minimum order 12 pieces.  
-All glassware is handmade therefore sizes and colours might vary slightly from displayed items and different batches.

JAM  
BY HEDAYAT



LOTUS BLUE & GREEN  
55 064



NILE ZIGZAG SUNSET  
55 065



SIWA SAND  
55 066



SIWA RUBY  
55 068



NILE ZIGZAG SUNSET  
55 069

# GLASSWARE COLLECTION



## COASTER

Ø10 cm

### WHITE

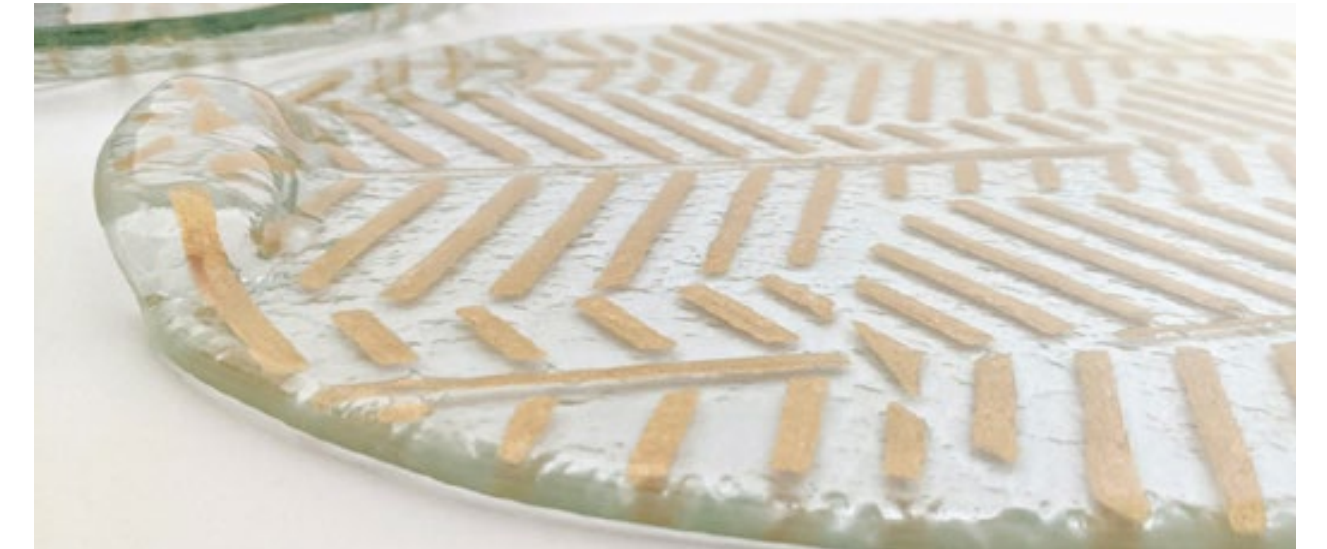
**PALM - PYRAMIDS - FLOWER**

55 002 55 012 55 022

### GOLD

**PALM - PYRAMIDS - FLOWER**

55 007 55 017 55 027



## CHEESE PLATTER CIRCLE

Ø45 cm

### WHITE

**PALM - PYRAMIDS - FLOWER**

55 004 55 014 55 024

### GOLD

**PALM - PYRAMIDS - FLOWER**

55 009 55 019 55 029



## CHEESE PLATTER RECTANGULAR

33 x 53 cm

### WHITE

**PALM - PYRAMIDS - FLOWER**

55 003 55 013 55 023

### GOLD

**PALM - PYRAMIDS - FLOWER**

55 008 55 018 55 028



## CHEESE PLATTER OVAL

38 x 28 cm

### WHITE

**PALM - PYRAMIDS - FLOWER**

55 005 55 015 55 025

### GOLD

**PALM - PYRAMIDS - FLOWER**

55 010 55 020 55 030

## PLATE XLARGE

Ø31 x 2 cm

### WHITE

**PALM - PYRAMIDS - FLOWER**

55 001 55 011 55 021

### GOLD

**PALM - PYRAMIDS - FLOWER**

55 006 55 016 55 026

MINIMUM ORDERS APPLY

# LIGHTING



## FANOOS

Suspended throughout the city in the holy month of Ramadan, this symbol of hope adorns streets, shop fronts, and homes. With its origins in the Fatimid period, the craftsmanship of the Fanoos continues to merge traditional Islamic design with vibrant Egyptian folklore

I choose to take this prominent symbol of faith and hope and redesign it in accordance with the contemporary trend of "cage" lights. I have maintained the traditional shape of the lantern, formed here from a 'sliced' wooden module of the mashrabeyya, which has been reassembled to create a hexagonal shape.

I drew the section of a mashrabeyya, then laser cut plywood pieces, and hand assembled them to form the lantern. The light filtering through the pieces of wood creates a mashrabeyya shadow of its own.

Laser cut plywood painted in white lacquer. **2016**

Dimensions: 35cms x50cms



# METAL DRUM LIGHTS



30X60 CM

Metal-  
Dimensions: 60 cms  
diameter 30 cms height



**NILE ZIGZAG** 56 015



**LOTUS** 56 013



**FOLIAGE** 56 014



# RIPPLE LIGHT

**Hedayat** and **Abdel Rahman Sami** spent time in the factory using a metal rod to bend and shape a hot glass cylinder to create this ripple effect. Hand blown and randomly indented, each piece is unique and can be ordered in a variety of colors.

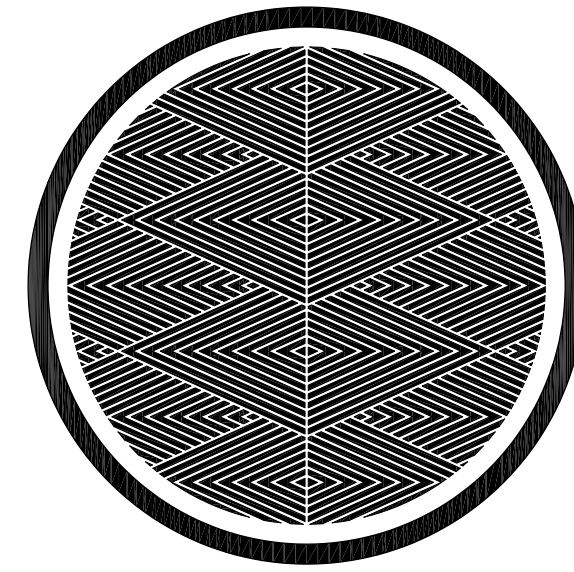
Diameter 45 cms

All glassware is handmade therefor sizes and colours might vary slightly from displayed items and different batches



# EDFU DISC LIGHTS

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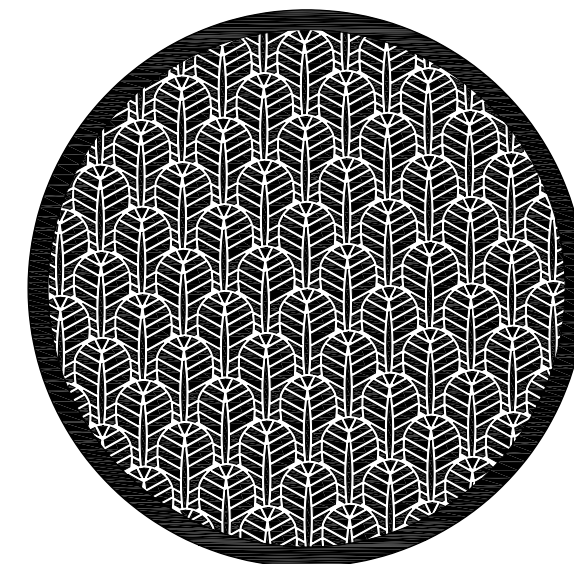
### EDFU PYRAMIDS DISC LARGE

Black Ø70cm 56 003  
Copper Ø70 cm 56 004

---

### EDFU PYRAMIDS DISC SMALL

Black Ø45cm 56 011  
Copper Ø45 cm 56 012



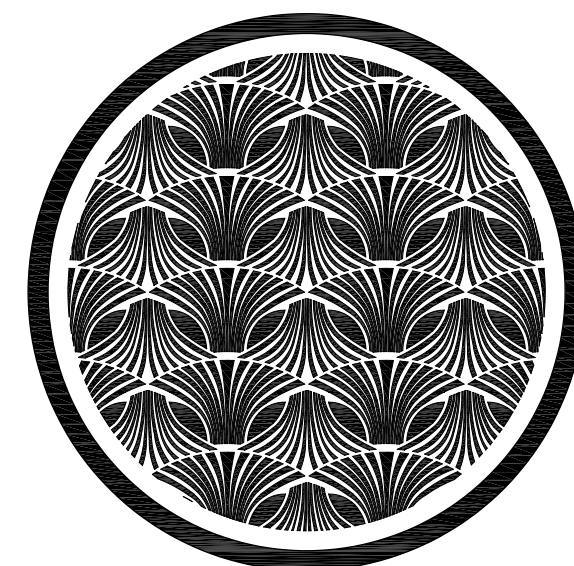
### EDFU PALM DISC LARGE

Black Ø70cm 56 005  
Copper Ø70 cm 56 006

---

### EDFU PALM DISC SMALL

Black Ø45cm 56 009  
Copper Ø45 cm 56 010



### EDFU FLOWER DISC LARGE

Black Ø70cm 56 001  
Copper Ø70 cm 56 002

---

### EDFU FLOWER DISC SMALL

Black Ø45cm 56 007  
Copper Ø45 cm 56 008





# FURNITURE

// My approach is simple. I spend time listening to my clients, how they live and how they use their space. I design areas and products for living that reflect my clients' needs. //

**Hedayat**

# INTERLUDE SOFA

Interlude is a contemporary line of furniture inspired by Islamic geometric designs. The delicate laser cut arabesque pattern on both the sofa and the table begins as a perfectly formed arabesque—interrupted by solid forms of wood. The graceful rhythm of the pattern finally morphs into a solid undecorated plank.

The design represents to me the complex thought process of the contemporary designer.

As a designer in Egypt, I mitigate between the desire to draw on a rich Islamic heritage and an abundance of skilled handicraft, while keeping up with contemporary international minimalist trends and state of the art manufacturing possibilities.

My walnut sofa and table reconcile my concerns. Their silhouette is in keeping with the current demand for simplicity in form and function. They are skillfully built by hand. The pattern for them was inspired by Islamic designs, drawn and developed on computer software, then delicately carved on a laser-cutting machine. The sofa mattress is hand sewn and upholstered in cotton canvas from the Khaymeyya (tent makers' street)—an ancient Egyptian craft. These two pieces of living furniture are at once hand crafted and machine made, contemporary, yet inspired by a rich Islamic heritage.

My 'interlude' coffee table symbolises a parallel relationship: with no defined beginning or end, but rather a continuum of pattern that is randomly interrupted. This is much like the trail of thought of the designer who is immersed in studying traditional pattern, yet is constantly in dialogue with surrounding factors.





Hand built solid walnut frame, laser cut  
Walnut veneered wood. 2016

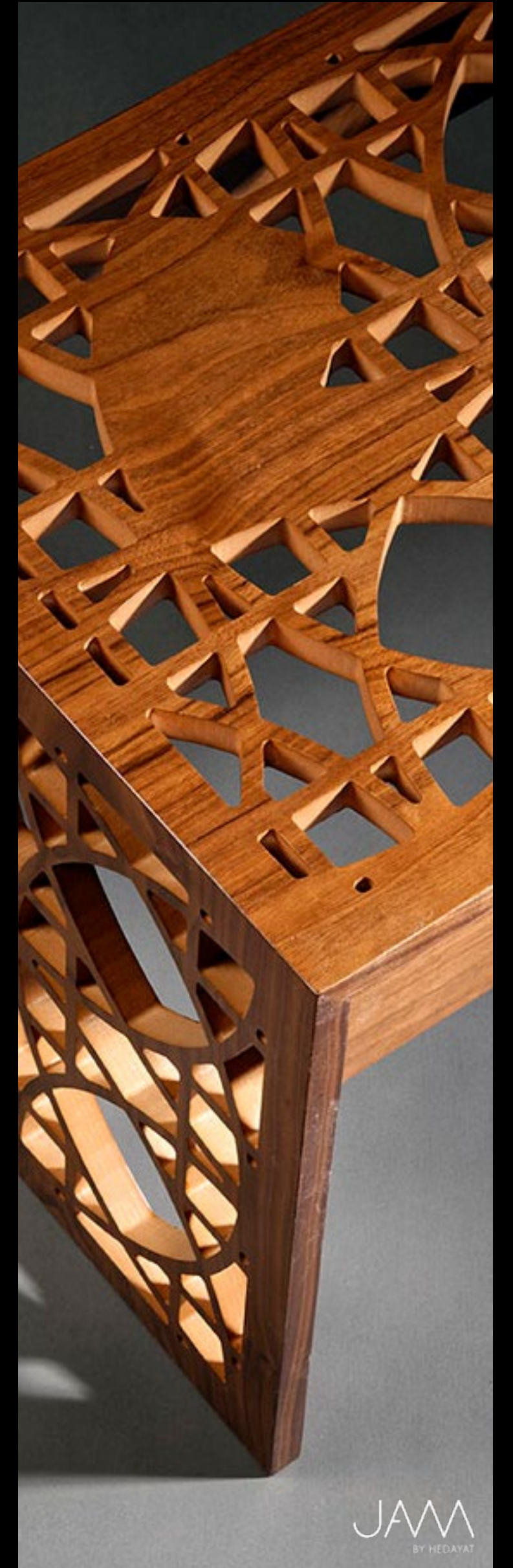
## INTERLUDE SOFA

(W) 180cms x (H) 60cms x (D) 65 cms

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## INTERLUDED TABLE

(W) 40cms x (H) 40cms x (L) 90 cms



# MARTABA SOFA

This sofa is made for comfort and relaxation. It is called Martaba which means 'mattress' because of the stacked mattresses within the frame. This sofa has a foam mattress on the base and a top mattress which is made following an Egyptian tradition called 'Tanged Balady', that is used for the seat and back cushions, It is an upholstery style characterised by distinctive tufted surface and thick piping around the edges.

Each part of the sofa can be upholstered in fabrics of different colours or patterns to suit your taste and colour scheme.

**Pick your fabrics from our upholstery collections:**

Country, Plush, Crisp, Smooth Cotton , Combed Textures or Looped Weave

**Materials:** Solid wood frame construction, high-density polyurethane foam, polyester fibre sheets hand tufted natural cotton filling.

**Sofa dimensions:**

L200 x D100 x H65 cm  
(takes 22 metres of fabric)

This sofa can be made bespoke to fit your space. Please contact us to discuss the various options.

Delivery in Egypt approx. 3 weeks from the moment fabrics and payment has been received.



# MARTABA SOFA L-SHAPE

Customisable  
to any size

Delivery in Egypt approx.  
3 weeks from the moment fabrics  
and payment has been received.



# LAHAF SOFA

We love quilting, and the lahaf sofa was the perfect solution to a quilted look but with a stronger seating support than the martaba. Playing with fabric colours and forms is our passion and the focus here is on the textiles that enhance the product.

Each part of the sofa can be upholstered in fabrics of different colours or patterns to suit your taste and colour scheme.

**Pick your fabrics from our upholstery collections:**

Country, Plush, Crisp, Smooth Cotton, Combed Textures or Looped Weave

**Materials:** Solid wood frame construction, high-density polyurethane foam, polyester fibre sheets hand tufted natural cotton filling.

**Sofa dimensions:**

L200 x D100 x H65 cm  
(takes 22 metres of fabric)

This sofa can be made bespoke to fit your space. Please contact us to discuss the various options.

Delivery in Egypt approx. 3 weeks from the moment fabrics and payment has been received.





JAM  
BY HEDAYAT

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For more info, please visit our website : [jambyhedayat.com](http://jambyhedayat.com)

