

# MY ICON

## HEDAYAT ISLAM, JAM SPACE, REVEALS HER ICON

Jam Space is a retail design concept that brings stories from around the world, told through a lovingly curated mix of furniture, lighting and interior products, hand-picked globally. It also hosts an in-house Design Clinic; a service, which offers bespoke interior design solutions. After having spent 17 years creating spaces and products that are built on the idea of re-interpreting tradition in Cairo, Hedayat Islam, Principal Interior Designer and Founder of Jam Space, moved to London and decided to build on past experiences.

### WHO IS YOUR DESIGN ICON?

Patricia Urquiola.

### WHAT IS PATRICIA URQUIOLA MOST NOTED FOR?

She is an extremely versatile architect and product designer who always nods to craft and the art of hand making in her contemporary spaces and pieces. The Mandarin hotel in Barcelona is a prime example of what I love about her work. A perfectly symmetrical and elegant façade greets as you enter a space overflowing with design details, innovation and finely crafted furniture pieces designed by the architect herself. Metal partitions, hanging screens and wall patterns are made of varying geometric and organic patterns, which are reflected onto the design of the exquisite carpeting covering the floors. The lobby and public areas are mainly furnished with pieces she designed for Italian companies. My favourite is the Crinoline chair, which she designed for BB Italia. It epitomises her brilliance at working with contemporary materials to re-interpret a familiar traditional look into a comfortable seat with lots of character. Her Spanish ancestry and Italian design aesthetic is evident in her work, from jugs to chairs to entire buildings.

### HOW IS PATRICIA'S WORK RECEIVED TODAY?

Her work has been a success especially in the past fifteen years. She has been awarded numerous awards and accolades, has had several museum exhibitions and apart from her work for BB Italia and Flos, she has designed outstanding interiors such as The Da Stue in Berlin for the Design Hotel Group, Missoni shops and the W hotel in Puerto Rico.

### WHY HAVE YOU CHOSEN PATRICIA URQUIOLA AS YOUR 'ICON'?

I find her versatility extremely inspiring in terms of what she designs and how she seems to tackle a design challenge. There is a very humane familiar element to her pieces that most people can relate to and use, yet is presented within a contemporary untraditional context.

### WHICH PROJECTS AND PRODUCTS FROM YOUR OWN PORTFOLIO DEMONSTRATE A NOD TO YOUR ICON'S WORK?

Most of my interiors and pieces are a nod to her methodology. I always try to infuse spaces or objects I design with an element of tradition reinterpreted. The fabrics and wallpaper collections I regularly design for Jam Space are either inspired by history, Egypt or travels. Each one has a story to tell about a place I have been or something I have seen. The high end show case apartments designed for Forty West with my team at Eklego Design are functional and simple in layout and furnishing but are adorned with motifs and patterns inspired by Egypt's history reinterpreted within a contemporary context.

### IF YOU COULD BE REMEMBERED FOR ONE ELEMENT OF YOUR DESIGN, WHAT WOULD IT BE?

I would like to be remembered for re-adapting historical and cultural forms, traditional crafts and motifs to create new spaces and pieces. I would also like to be remembered for promoting internationally Egyptian contemporary design through Jam Space.

[jamspace.uk](http://jamspace.uk)

