



Nedda El-Asmar
The Passion of Simplicity

09.09.11 - 28.09.11



Demianka for Hermès. © Patrick Burban

Nedda El-Asmar The Passion of Simplicity

This is the first UK solo exhibition by award-winning Belgian-Palestinian designer and silversmith Nedda El-Asmar, to coincide with the London Design Festival and 100% Design. A collaboration with the Design Museum Ghent, the exhibition includes over 100 high-end domestic objects, including the first showing of a new design, 'Mabkhara', a Middle Eastern incense burner for Zeri Crafts.

Nedda counts world-renowned luxury design houses amongst her clients, including Hermès. Her projects range from the functional to the truly original, from the 'Hermès Tout Simple' cutlery range to 'Central Park', a sterling silver coffee and tea set with amaranth handles, a wedding present to the Crown Prince of Belgium.

Craftsmanship and originality, tradition and innovation, functionality and aesthetics and a passion for re-envisioning traditional objects are all central to El-Asmar's work. Along with Hermès, she has also worked for Puiforcat, Robbe & Berking, Eternum, Gense, Villeroy & Boch, Obumex, Vange and Carl Mertens. Since March 2008, she has been working with the designer Erik Indekeu.

Recent designs reflect El-Asmar's interest in re-inventing traditional objects, such as an elegant mussel pot for Demeyere (Belgium being the home of moules frites).

Throughout her career El-Asmar's designs have earned numerous awards and prizes. She was named Belgian Designer of 2007, and in 2008 was nominated for the second time for the Talents du Luxe. In January 2009, she received the prestigious bi-annual Flemish Cultural Award for Design 2008. Since 2007 she has taught at the Royal Academy of Fine Arts in Antwerp. She has had solo exhibitions in Belgium and France, and featured in group shows throughout Europe. Her objects are in the permanent collection of the Design Museum Ghent and the Silver Museum Sterckshof.



HTS for Hermès. © Patrick Burban

With thanks to:



Appetize for Gense/Eternum



Vase Murano Glass for Hermès. © Wolf & Wolf



Central Park for Puiforcat



RELATED FREE EVENTS

22 September

13:30

TALK: Design and the Home: Re-imagining Traditional Objects by Nedda El-Asmar

At Seminar Room One, Sackler Centre, V&A

Book online: www.vam.ac.uk/whatson/event/1358/

18-20:00

Late Opening: The exhibition will stay open for a special evening of drinks and canapes in Nedda El-Asmar's company

At The Mosaic Rooms

RSVP: info@mosaicrooms.org, 020 7370 9990 booking essential

25 September

15:45 - 16.15

TALK: Is there a difference in designing objects for European or Middle Eastern living? by Nedda El-Asmar

At 100% Design, Lecture Theatre, Earls Court Exhibition Centre

Booking info: <http://www.100percentdesign.co.uk/>

The Mosaic Rooms also has a series of artists talks, literature events, and film screenings each month.

For further information visit our website www.mosaicrooms.org and sign up to our monthly e-newsletter!



Coffee glasses for Jacquotte
cover: *Narghile* for Airdiem. © L.Pironneau



Exhibition open Mon-Fri 11-6pm,
Sat 11-4pm

Nearest Underground station: Earl's Court (Earl's Court Road exit)

Buses: 74, 328, C1, C3

Parking: One disabled parking space is available by prior arrangement.

Parking meters are available in Lexham Gardens behind the building.

the
mosaic
rooms



The Mosaic Rooms brings some of the most exciting, progressive and innovative contemporary creative voices in the Middle East to London.

The Mosaic Rooms
226 Cromwell Road
London SW5 0SW
www.mosaicrooms.org