

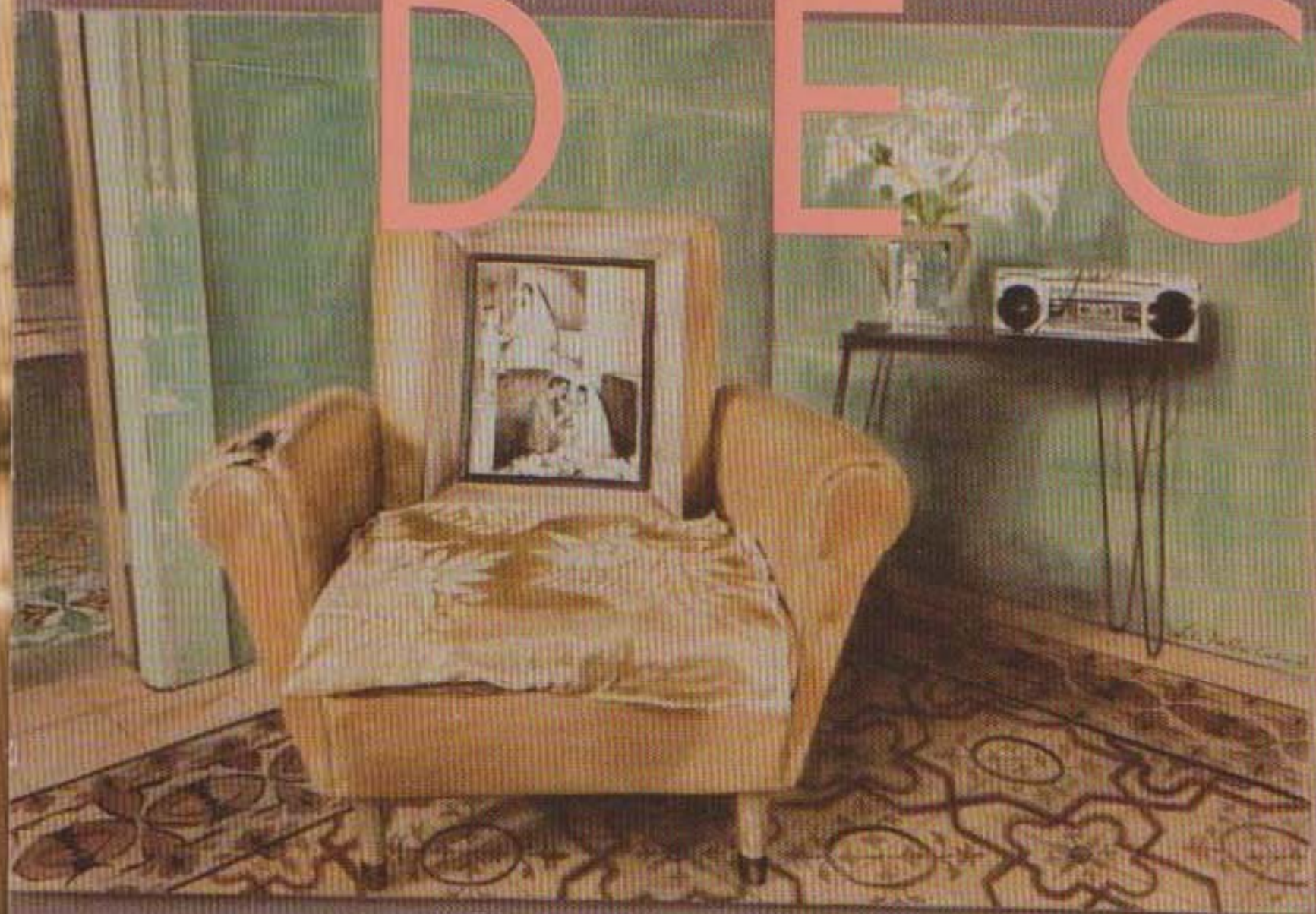
INSIDER VIEWS WITH SANJAY PURI & ROMI KHOSLA

# ELLE DECOR

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EXCLUSIVE  
CHAT WITH  
PHILIPPE  
STARCK  
IN INDIA

FEBRUARY- MARCH 2011, ₹100



**NOW TRENDS**  
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INSPIRATIONS  
SKYLINE  
DRAWINGS

APPLIQUED, EMBOSSSED,  
EMBROIDERED...OR CHOOSE  
FROM SILKS, JACQUARD AND  
COOL COTTONS

**HOT SHOPPING**

# FABRICS BY THE YARD



## NADA DEBS

Redefines modern Arab identity by using new materials to break conventional paradigms

“I was asked to create an object using calligraphy and I thought what better than taking the traditional and using an unexpected medium as the finish,” says Nada Debs about her latest project that looks like a plush carpet, but try sinking your feet in and you hit a rock hard surface. Her portfolio spans a harmonious fusion of various influences given her migratory life – a childhood spent in Japan, education in the United States and England, and finally her Middle Eastern roots that pulled her back to her homeland. A quick chat with her...



Above Nada Debs  
Below, from Left Concrete carpet that Nada showcased at Hausderkunst Museum, Munich; A view of Beirut – her favourite city in the world; Kanji and Kufi – distinct styles merged to create her East & East font; Distort – an extended version of an armchair; Fergana by Patricia Urquiola, a contemporary she admires; Bead Bulb by Hella Jongerius  
Nada Debs, Beirut  
Website: [www.nadadebs.com](http://www.nadadebs.com)

**CHOOSING CONCRETE OVER FABRICS** For contrast...the fact that I am making a rug, which we associate with a cosy feel with such a cold industrial material reflects the contradictions of our times.

**THE STORY BEHIND THE UNIQUE FONT** I found a common angle between the classical kanji typography and the kufi script, and used it to create the East & East font. I also have this in a Latin version.

**MATERIAL TO WORK WITH IN THE FUTURE** More cement, fibreglass and resin.

**CURRENTLY WORKING ON** Smaller products using concrete. I have also completed a seater called Distort in which I have taken an armchair and extended it.

**YOUR DREAM PROJECT** To fabricate a staple item that people would be proud to have around them...on a larger scale, I would love to design a hotel.

**INSPIRATION COMES FROM** Feeling left out of my own ethnology when I was growing up...so I like to create objects that allows one to relate to their identity and make them feel good about it.

**CONTEMPORARY WORK THAT YOU ADMIRE** I like the work of Patricia Urquiola for giving a feminine touch to her pieces...before that, most contemporary furniture was beautiful but quite angular and rigid.

**DESIGNER YOU WISH TO INTERN WITH** Hella Jongerius! Simply because she is so craft-oriented with a lot of attention to detail.

**FAVOURITE CITY IN THE WORLD** Right now, it's Beirut.

**NEXT ON THE TO DO LIST** I would love to spend a year in Japan learning the beauty of woodcraft, besides that I want to start conducting workshops on keeping the dying craft alive. ♦

Sholeen Damarwala

