

Press release
For immediate release

the mosaic rooms



Nedda El-Asmar

The Passion of Simplicity

9 - 28 September 2011

The Mosaic Rooms, 226 Cromwell Road, London, SW5 0SW

The Mosaic Rooms is proud to announce an exhibition by the award-winning Belgian-Palestinian designer and silversmith Nedda El-Asmar to coincide with the London Design Festival and 100% Design this September. The exhibition will include over 100 high-end domestic objects, in collaboration with the Design Museum of Ghent. A new design, 'Mabkhara' – a Middle Eastern incense burner for Zari – will be shown for the first time at this exhibition.

Counting among her clients some of the world's greatest luxury design houses, including Hermès and Puiforcat, El-Asmar's projects range from the functional and mass-produced to the truly original. Her 'HTS' (Hermès Tout Simple) cutlery range received the Etoile de l'Observateur du design 06 award in France, and the Henry van de Velde Public Prize 2006 in Belgium. 'Central Park', a sterling silver coffee and tea set with amaranth handles, was presented by the Province of Antwerp to Crown Prince Philip and Princess Mathilde of Belgium on the occasion of their marriage.

Craftsmanship and originality, tradition and innovation, functionality and aesthetics and the best production processes are all central to El-Asmar's work and are evident in some of her earliest creations. An example of her approach can be seen in 'Love Spoons', which El-Asmar designed whilst still at college. These two silver spoons fit together to form a rosebud and were inspired by the old English phrase 'to spoon' someone, meaning to love them, and the Welsh tradition of a groom giving his bride a 'love spoon'.

Along with Hermès and Puiforcat, she has also worked for 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 passion for re-envisioning traditional objects, such as an

elegant mussel pot for Demeyere (moules frites being synonymous with Belgium), which will be launched this summer.

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.

Nedda El-Asmar studied jewelry design and silversmithing at the Royal Academy for Fine Arts in Antwerp and completed her education at the Royal College of Art in London. Since 2007 she has lead the jewelry design and silversmithing department at the Royal Academy of Fine Arts in Antwerp.

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Notes to editors

- Nedda El-Asmar is available for interview via Colman Getty
- Images are available via Colman Getty
- Entry to the exhibition is free
- The Mosaic Rooms are open from 11am – 6pm Monday to Friday and from 11am to 4pm on Saturday
- London Design Week is 17 -25 September. 100% Design at Earls Court is 22 – 25 September
- The Mosaic Rooms, a leading independent arts space in west London, deliver a high quality, contemporary, progressive cultural programme from the Middle East and internationally. They are managed by the A.M. Qattan Foundation, a UK charity dedicated to the support of culture and education in Palestine and the Arab world. The Foundation's London office, headed by one of its trustees, Omar Al-Qattan, is responsible for the Mosaic Rooms' programme. The Rooms are part of the Culture and Arts Programme of the A.M. Qattan Foundation.
- The Mosaic Rooms is situated on the corner of the Cromwell Road and Earl's Court Road in Kensington, London, a short walk from Earl's Court Underground Station and Exhibition Centre.
- For further information about The Mosaic Rooms and the A.M. Qattan Foundation visit www.mosaicrooms.org