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MARCH/APRIL 2015

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DESIGN
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launch issue

TASTEMAKERS OF THE MIDDLE EAST
BEST OF THE MILANO FURNITURE FAIR
THE PRIVATE PALACE OF A SAUDI PRINCE

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KHALID SHAFAR

Having the label 'pioneer' forever preceding or following your name takes a lot of living up to, but for Khalid Shafar, the 'pioneer' for Emirati furniture and product design, it's a tag he's understandably proud of. Simple lines mixed with rich details and fine materials are the hallmarks of a Khalid Shafar object, yet a strong geographical context runs through each of his designs like an indelible thread weaving in elements of the city's history and heritage. "Culturally inspired, yet contemporary presented, my design approach revolves around defining some UAE design aesthetic and attributes," he says, a sentiment perfectly captured in his wallpaper and fabric design that uses the sands of the seven emirates and the form of the Burj Khalifa as a graphic motif. "I believe it's the 'tale' that is the aesthetic side of each object and what creates the attachment with my pieces."

He opened his own studio in Dubai in 2011, followed in 2012 with the inauguration of his first showcase space KASA. Describing his designs as "a revival of the 50's, 60's, and 70's avant-garde sleek styling re-interpreted with today's furnishing trends," he's fast becoming known for fusing innovation with national pride.

