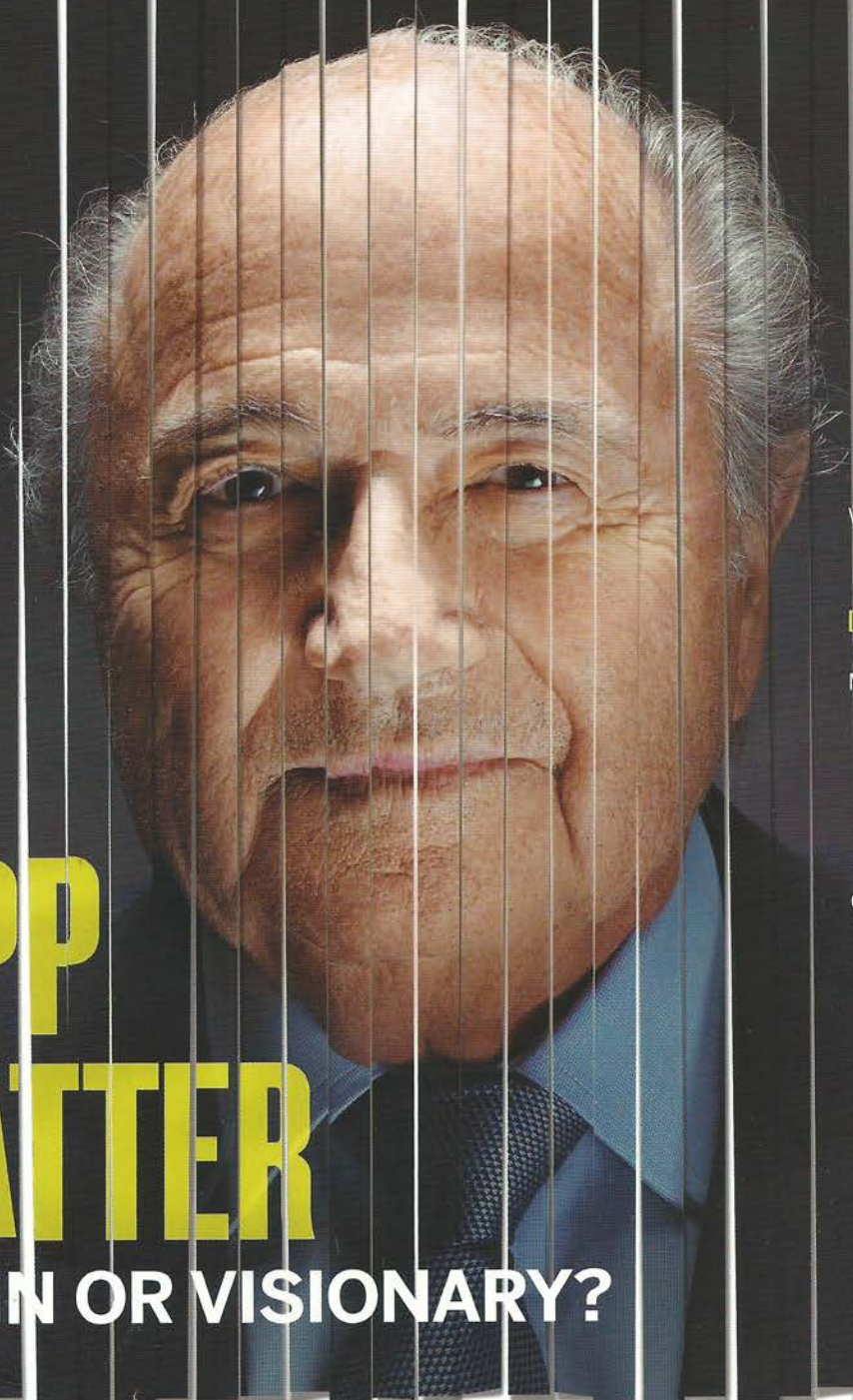


EDGAR

MIDDLE EAST

HOW MICROSOFT IS SAVING ITSELF / MEET THE MAN FLYING ABOVE DUBAI IN A JETPACK / ASTON MARTIN GOES NAUTICAL
SOMALI MEE... IS... N... ON... J... UNLC... DE... PLU... ST... IS... AND...



SEPP BLATTER

VILLAIN OR VISIONARY?

[IMPACT]

HE BROUGHT THE WORLD CUP TO ASIA, AFRICA AND THE MIDDLE EAST

[CORRUPTION]

RACKETEERING AND MONEY LAUNDERING ARE SOME OF THE CHARGES FACING VARIOUS FIFA OFFICIALS


[LEGACY]

THE 79-YEAR-OLD'S GREATEST DESIRE IS TO WIN THE NOBEL PEACE PRIZE



July/August 2015
Bahrain 3 BHD - Jordan 5.80 JOD - KSA 30 SAR -
Kuwait 2.50 KWD - Lebanon 12,500 LBP - Oman 3.15
OMR - Qatar 30 QAR - UAE 30 AED

LuxMedia
Middle-East
INTERNATIONAL MEDIA
PRODUCTION ZONE

A man with short dark hair and a light beard, wearing a dark blue or black long-sleeved shirt and blue jeans, stands with his hands in his pockets. He is looking slightly to the right of the camera with a neutral expression. The background is a vibrant cityscape at night, featuring illuminated buildings and theater signs. One prominent sign on the right says "THEATRE" in large white letters on a red background. Other signs include "SWAN" and "RCA". The overall lighting is dramatic, with the man's face and shirt highlighted against the dark, colorful background.

“IF I AM
EVER FULLY
SATISFIED
WITH MY
WORK, I FEAR
THAT IT WILL
STOP ME
FROM BEING
CREATIVE”

KHALID SHAFAR

Product Designer

The trailblazing Emirati designer talks to *EDGAR* about culture, functionality and why you should never stop pushing yourself

Gender blind

People often comment that my work is very masculine. I find that interesting because I never really think about product design as having a gender - in fashion, masculinity is evident in the type of cut or the use of certain colours, but with furniture it is much more ambiguous. If I was to interpret it, perhaps stronger, rougher and more ridged designs can be considered more masculine than ones that are organically curvy.

Function and style

Functionality is hugely important to my work. Ideally, every piece I work on would have a balance of creativity, functionality and practicality, but for me functionality is the key to what I do. Even if I'm creating a purely decorative piece, I believe it should still have a function - you can still look at it as a piece of art, but for my fulfilment, I would always want to add an element of functionality to it, like a hidden compartment or something.

A designer at heart

I only became a full-time designer in 2013. Prior to that I had worked in management for various corporate companies, but for people who know me best know that it was always something I wanted to do. The trouble was that 10-15 years ago the UAE didn't have the infrastructure to support local creative talents, and product design was not seen as a viable career path that would allow me to support my family. But it was always my long-

term plan, I just had to wait until the conditions were right before making the move.

Emirati culture

I feel that although there is a lot of excitement around Arabic design in general, the Gulf region's attributes are very different. A lot of what people consider 'Arabic design' focuses on Moorish or Moroccan heritage, but that has little to do with the Emirates. That is why a lot of my work is inspired by Emirati culture. My ideas take certain cultural elements from the UAE and conceptualise them in ways they can become contemporary design elements.

Trademarks

It is good for a designer to be good at one particular thing - a trademark -, as long as it didn't limit them from pushing for something new. Yes, my designs are culturally-inspired, but I don't want to only be known for one type of design. At the moment I am looking at global design movements and how I can adapt them to what I do - to reinterpret my culture on a larger scale.

Much to do

I never been 100 percent satisfied with anything that I have created. I feel that if I am ever satisfied then it will stop me from challenging myself to be creative. A designer has to stay on his toes - there is always a want to do something new, something that never has been done.

Details: for more visit khalidshafar.com

A team player

Khalid's limited-edition partnership with Kiehl's

Continuing its global plan to partner with regional talents, socially-conscious cosmetics brand Kiehl's approached Khalid to design a limited-edition label for their Ultra Facial Cream. "I loved the idea of working on a project that not only pushed me creatively, but also - because of the proceeds going to the Emirates Environmental Group - one that was for a meaningful cause in the region," says Khalid. The design comprises of ten horses - each representing one of the horses of the UAE Royal Family.

Details: for more visit kiehls-me.com

