





FRONT RUNNER

Crucial Trading's soft and wool-rich 'Helsinki Narrow' collection adds a luxurious touch to hallways and staircases. The zigzag design comes in nine shades, including 'Fabulous Diamond' (pictured) and can be edged with cotton 'Picallo' fabric in a choice of 13 colours. £140 per square metre (crucial-trading.com).

DESIGNER DIY

New design powerhouse Hem, an amalgamation of previous firms Fab, Massiv Konzept and One Nordic, sells flat-packed furniture with real style credentials. Every product, including the 'Custom' shelving unit (from £240) and the 'Hai' chair (£749, pictured), is fully customisable and only available online. Best of all, most pieces can be assembled without using any tools (hem.com).



56 ELLEDECORATION.CO.UK JANUARY 2015



THE DECORATOR INDEX
INDIA MAHDAVI

Each month, we profile an interior design talent

Who is she? Born in Iran to Anglo-Persian parents, India Mahdavi grew up in the US, France and Germany. She studied architecture in Paris and furniture design at Parsons, New York, before founding her own studio in Paris in 1999. Subsequently, she opened two boutiques, also both in Paris, with one selling furniture and another offering home accessories.

What's her style? 'It's like me: polyglot and polychrome,' says Mahdavi of her vibrant aesthetic, which is characterised by bold colour combinations and striking forms. 'My signature is a balanced mix and match of patterns, colours and textures. I love it when things seem to clash, yet the overall feel is harmonious,' she says.

Key projects? Mahdavi has revamped Art Deco suites at Claridge's and designed the Coburg Bar at The Connaught hotel, a moody grey space with a 1970s-style geometric carpet and rich purple, lilac and burnt-orange furniture. Her standout recent project is the Gallery at Sketch (pictured), a petal-pink extravaganza that has been given a contemporary edge with geometric marble flooring and artworks by David Shrigley. Mahdavi describes it as having 'a Hollywood feel - witty and modern'.

She says: 'All of the places I've lived have inspired me. My fascination with colour comes from my childhood memories of the US, where everything seemed to be in Technicolor. The affinity with pattern stems from my oriental background and my love of elegance comes from many years of living in France, the country of *art de vivre*.'
indiamahdavi.com



WORDS: AMY BEAUCHAMP (THE DECORATOR INDEX); PICTURES: THOMAS HUNTER (THE DECORATOR INDEX); INTERIOR: MICHAEL O'NEILL

india mahdavi

show room # 3

A 3 rue las cases 75007 paris

T +33 1 45 55 67 67

F +33 1 45 55 67 77

—

E showroom@indiamahdavi.com

—

OPEN

monday: 10am-1pm, 2pm-7pm

tuesday to Friday: 10am -7pm

saturday: 11am -7pm

show room # 19

A 19 rue las cases 75007 paris

T +33 1 45 55 88 88

T +33 1 45 50 11 21

—

E accessoires@indiamahdavi.com

—

OPEN

monday to saturday: 11am -7pm

studio

A 5 rue las cases 75007 paris

T +33 1 45 51 63 89

F +33 1 45 51 38 16

—

E studio@indiamahdavi.com

—

press

A 5 rue las cases 75007 paris

T +33 1 45 51 63 89

F +33 1 45 51 38 16

—

E press@indiamahdavi.com

—