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SPRING / SUMMER 2015

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DESIGN

INDIA MAHDAVI  
JEAN PHILIPPE NUEL  
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## INDIA MAHDAVI'S ECLECTIC PROJECTS



Imagine being out in a bar or lounge where the design was so mesmerizing and unforgettable, the space itself comes to mind more than time passed there. This is what experiencing a space designed by jaw-dropping expert, India Mahdavi is like. India Mahdavi has a very special way of designing interiors. The truth is that her projects are flawless and scattered with feminine elements. The Iranian-born architect, designer, and scenographer traveled the world with her parents as a child, which is reflected in her eclectic and highly recognized designs. Café Français in Paris, and The Gallery at Sketch in London, are two of Mahdavi's latest contract projects. The artist, based in Paris since 1999, is profoundly skilled, graduating in architecture, industrial design, graphic design and furniture design. Mahdavi's work is distinctive due to her unique way of designing chic objects and developing sexy spaces. Café Français, for instance, is an exotic luxury restaurant, located at Place de la Bastille in Paris. This project really is a tribute to France, that's why the artist chose the strong red and blue colors of the French flag paired with classic metallic shades of gold and silver. The ceiling keeps changing as you walk, from a celestial painting of a peaceful sky to a gleaming gold ceiling with geometric-shaped lighting.



The Gallery at Sketch, located in London, is an elegant pink collection complete with plush velvet, pale pink upholstery and a floor of marble tiles in metallic hues laid in a chevron pattern. The icing on this strawberry cake is the black and white art gallery that covers most of the wall, giving it an avant-garde look. And the truth behind all of the pink? She says it was to counter balance David Shrigley's satirical art lining the walls. Mahdavi has done a brilliant job in creating highly memorable, but also highly unobtrusive spaces that give credit to the true art of design.

"Mahdavi's work is distinctive due to her unique way of designing chic objects and developing sexy spaces."

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