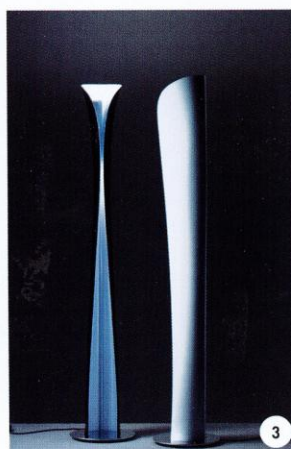
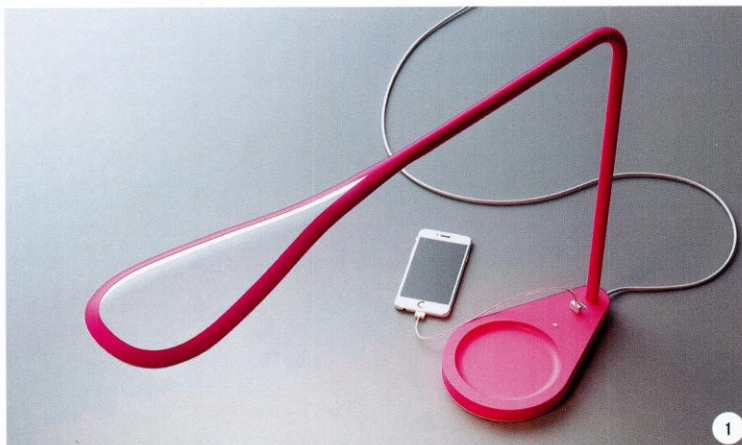




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language. I believe that it is important to not necessarily over-embellish - to keep a certain truth to a product or space or building. I call my work sensual minimalism because it is not laboured with embellishment yet has a more human, more sensual connection with us."

In five years time, Rashid will turn 60-years-old and while you might think he has conquered all, you would be wrong. When asked 'what's next?' he replies: "Well there is next, meaning this year, and next, meaning five years. This year I showed a new mobile phone for SIRIN LABS, and have about four hotel designs being launched in Bergen, Norway, Amsterdam, Tel Aviv, and Hamburg. I have three buildings being completed in NYC and Miami. This year I have a new kitchen design going to market in September for Rational, Germany, new furniture being released with Skandiform,

NC Nordic Care, and Materia, as well as furniture with Maiori (France), Riva1920 (Italy) Cizeta (Italy), new Pepsi bottle will be released globally this fall, several shoes and other products in Korea under my own brand, Kreate by Karim (my own brand of housewares) distributed globally, and new products with Push and Shove, EOS, Fontana Arte, and so much more!"

And by the time he is 60? The list just keeps going... "I hope to have a fashion line branded by me, a Karim perfume, a book about the design business, my own art gallery, my own coffee shop in NYC, design an electric car, design my own house on the sea somewhere in the world, have another child, create several iconic small buildings in the world, do lots more hotels (one in each major city) have my body fat down to five percent and grey hair..."

www.karimrashid.com

1. The Kinx lamp designed for Fontana Arte. 2. Right The Cyborg lamp for Martinelli Luce. 3. The Cadmo floor lamp, designed for Artemide. 4. Foscarini's Blob lamps.