

WOMEN OF IMPORTANCE

With Dubai Design Week fast approaching (November 13 - 18), MOJEH speaks to the programme's varied and talented women creatives who will be presenting their creations, and who are subsequently inspiring key design initiatives here in the UAE.

Words by Annie Darling

Cecilia Setterdahl, Founder of Carpets CC

Carpets CC by Cecilia Setterdahl is in constant motion; consistently handcrafting beautiful, limited edition carpets and distinct spaces while conveying vibrant colours and bold geometric shapes that explore and fascinate. "It creates a buzz," she explains about Dubai Design Week, "and makes people art-conscious. Possibly, even... more brave."

The third edition is set to establish a new benchmark for this bustling city's reputation as a diverse platform for creativity. For Setterdahl, getting involved was a no-brainer. "We rented space here to be part of a new concept," she reveals about her decision to showcase. "In October 2015, we had a pop up, and everything was still very empty, but a good crowd showed up. The next year, we participated in an open house while, at the same time, we had a stand at Downtown Design."

Setterdahl describes her work as an eclectic melting pot of "shapes, forms and ideas." Her concept? To stay, "brave and independent." The founder's acrylic paintings will also be on display, thus solidifying her reputation as a key member of the region's solid network of female creatives. "I want my art to have a meaning, both paintings and carpets. They all have a name that corresponds with the motive," she says, which is inescapably important considering the numbers of designers, architects and thought-leaders who'll be drawn to the high-calibre event.

Pallavi's photographed in her home's spacious study, which she personally designed architecturally to achieve an ideal workspace



Pallavi Dean, Design Director at Pallavi Dean Interiors

"Having witnessed the buzz of Design Week's launch edition in 2015, I knew I wanted to be involved the following years," Dean tells MOJEH enthusiastically. "For Downtown Design this year, I've designed 'Metamorphosis', an installation for a carpet brand, Interface, which will take visitors on a truly multisensory journey through a colourful maze-like tunnel." She pauses, as MOJEH waits for additional information. "I won't reveal much more," she laughs, "as I don't want to give the game away! I'm hugely excited to see how people respond to it."

Dean's Dubai-based boutique interior design firm is well-known throughout the region for delivering intimate and bespoke service, as well as sophisticated and effortlessly-beautiful spaces. It's important for Dean that she and her team have a presence at this year's edition, and she admires Design Week's committee for showcasing the Middle East's diverse design talent on an international platform. "I think Design Week, as a catalyst event for the region, actively encourages both men and women equally, which is certainly what as a female designer I want. A level playing field rather than a different set of rules." Dean and her hardworking team are, without doubt, grasping at the opportunity. "We've got a lot on the books at the moment," she smiles. "Some are long-term projects, such as The Delano Dubai hotel on Palm Jumeirah, but I'm also working on smaller projects with a turnaround time of just a few months."

