

ELLE DECORATION

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Everything you need to enjoy the sun!



NAME TO KNOW

Rana Salam

The graphic designer who is reinventing images of the Middle East

'I'm best described as a graphic designer who wanted to be a fashion designer who wanted to be a cook,' says London-based, Beirut-born Rana Salam. She's known for her Middle Eastern-inspired images loaded with vibrant colours and prints, which she applies to branding, interiors and products. 'My passion for imagery comes from travelling with my mother to Syria to see amazing textiles,' she explains. 'And my father's an architect, which gave me a love of design.' She's built a collection of textiles from her trips to Lebanon, Syria and Egypt, which acts as inspiration. 'I wanted to translate them into graphics, so I use modern digital technology to bring that Eastern look to the West.'

Rana set up her studio 15 years ago, after studying at Central Saint Martins and the Royal College of Art. 'I was encouraged to rediscover my Middle Eastern roots,' she says. 'That was good advice.' Her first job was creating windows for Harvey Nichols – a high-profile project for a new starter. Since then she's worked with architect David Adjaye on Japanese restaurant Soba and designed jewellery, art and interiors. 'Whatever medium I'm working in, I always go back to the energy of my home city's street culture. Its creative spontaneity translates wonderfully over here.'

You can see more of Rana's work at the new London restaurant Comptoir Libanais (featured in our July issue) and at her webshop Mishmaoul, which sells jewellery and her signature wall prints. Her dream commission? 'I'm dying to do a cookbook,' she says. 'I love cooking and I'm on a mission to reinvent the image of the Middle East. Combining design and food is the best way I can think of to do that.'

ranasalam.com; mishmaoul.com; lecomptoir.co.uk



Living in a box

London design store SCP's new 'SCP Boxed' collection is genius – each of its six affordable designs comes in a box small enough to carry home from the shop. This 'Ulrik' ash stool by Alex Hellum, £118, and 'Tom Tom' and 'Tam Tam' side tables by Konstantin Grcic, £225 each, are our picks (scp.co.uk).