

## Mondo Collection Joins a Cross-Cultural Dialog

*In a debut exhibition of Middle Eastern Design at WantedDesign International Fair*

Mondo Collection celebrates the work of designer Nada Debs at the WantedDesign International Fair, in a debut exhibition of contemporary design from the Middle East from May 16th until May 19th, 2014. designME!, a collective design show, presents the work of 9 talents from Lebanon, Iran, and Turkey, in an effort to support the region's cutting edge designs and to promote a cross-cultural dialog. Mondo Collection is pleased to welcome Ms. Debs at the opening night and to display her signature piece, the Pebble Coffee Table, at the exposition.

Mondo Collection, a contemporary furniture and lighting showroom in Manhattan, features pieces by internationally renowned designers from around the world. Co-founders Mario Elcid and Hany Boutros share a passion for contemporary design and a desire to create a platform from which they can introduce designers to the US market.

Mondo Collection introduced Nada Debs, after recognizing her unique style, which is a celebration of craftsmanship through contemporary design, and blending cultural influences from the far East, middle East and the Western hemisphere. Other regional designers represented by Mondo Collection include Karina Sukar, Bokja, and Amir Khamenipur.

"The concept of designME! is quite appealing to me because it taps into what Mondo Collection stands for—design without borders. We've seen Nada's fan following grow in the US since we first introduced her work at Mondo Collection in 2011." - says Mario Elcid.

### About Nada Debs:



Nada, of Lebanese origin, was brought up in Japan. She studied Interior Architecture at the Rhode Island School of Design and started her own design company in the UK. Returning to her roots in Lebanon, Nada found middle-eastern modern furniture design almost non-existent. She was determined to use her multi-cultural background to create a furniture line, which would appeal to a global market.

"I'm very excited to be part of this collective as I am proud to be able to showcase, along with the other exhibitors of designME!, what is holding fort from the region.

Coming from a culture of many many years of history, the inspirations have a lot more meaning than what is on the surface. As we evolve and get exposed to the world, the designs are merging with different cultural influences. I'm a big believer of fusing different cultural aesthetics to come up with new ways of looking at things and hence, new products. Our culture has a very strong emotional element...and reflecting in design is what we do!" – says Nada Debs.

### About the organizers:

#### designME!

Presented by the NY-based design collective Studio M+ in conjunction with NYCxDesign, "designME!" is a debut exhibition of contemporary design items from Middle East at the WantedDesign. Selected through a curatorial process, the participating designers include Nada Debs (Lebanon), Nina Seirafi (Iran), Mir Mola Soraya (Iran), Erdem Akan (Turkey), Ilanit Ovadya (Turkey), Yasemin Sayinsoy & Gamze Araz Eskinazi of CAMEKAN(Turkey), and Erin Turkoglu & Melodi Bozkurt of Muzz Design Studio (Turkey).

Studio M+ is a New York-based boutique design collective founded in 2010 by urban designer and Pratt Institute faculty Alihan Polat. The firm provides innovative designs for buildings, urban plans, and product and corporate marketing.

#### The Curators

*Sara Bengur* is the founder of Sara Bengur Interiors, a New York-based design firm, which focuses on residential and retail spaces and enjoys a reputation for eclectic and cosmopolitan spaces that reflect the international background of its founder.

*Roya Heidari* works as a consultant for Kreëmart and Gallery R'Pure. A former fashion executive, Roya has served as VP of sales and marketing for Yves Saint Laurent and VP of Merchandising for Lord and Taylor. Previously the Chair of Development Committee of The Lycée Français de New York, Roya is actively involved on the Board of Art in General and Mission Restore, and on the Acquisition Committee of Asia Society.

### designME! at WantedDesign

Terminal Stores, 269 11th Avenue, New York, NY

May 16th, Friday 2pm press preview

May 16th, Friday 7pm opening reception

May 17th-19th, Saturday-Monday 10am-7pm

<http://www.wanteddesignnyc.com/exhibitor/design-me/>

