

Karim rashid



The field of design is quite a diverse one and that which requires those that work in it to have unique talents in order to reach greater heights in their careers. Designing is an art by itself and it requires one to be aware of the various needs of the society depending with the time in which the designs are being made. This is more so for the case of fashion design. Other forms of designs relate to lighting, interiors, furniture etc. In consideration of the above, one designer by the name Karim Rashid shall be looked into together with his works in this paper (Karim Rashid 2010).

Karim Rashid is a designer by profession whose current base is New York where he owns a design studio. He deals in all the above mentioned designs and is a world renowned figure for that. In this field of design the basic rules that govern it are quite liberal as the art industry is. It is the artist who comes up with the designs that suit the images or messages that they wish to relay. The rules and regulations that govern art as are not as strict like those that govern the sciences. Karim Rashid actually has a degree in Industrial Design which set pace for his success in the designing industry. He is an Egyptian from Cairo where he was born in 1960 (Karim Rashid. 2010). In course of his work Rashid has come up with over 3000 designs in total and has scooped over 300 designer awards world over under different design categories that he is involved in as mentioned earlier. Some of the awards he has won are in relation to interior designs of restaurants like Marimoto, Semiramis hotel among others. He has also had awards from exhibitions for Audi Company and Deutsche Bank. Although the industry is tough in terms of securing clients, Rashid has been able to plough a good number of them and in fact of high caliber and stature. Example of his clients are Audi, Korea, Axe Lab, USA, Casamania, Italy, Cysone, Peru, Cupid Jewels, Singapore

among others which are giants in their own right within the sector they operate in, in their respective countries. This is another indication of how huge a designer he is on international terms (Karim Rashid. 2010).

Currently the designer is working on a various projects that he intends to showcase in the coming Milan Furniture Fair. In this collection he intends to bring on board bathrooms for Axia, Caleido and Hellos, a Corian conceptual house, Dibi doors among other related furniture and interior design items. He is also working on a sex-toy shop in Berlin which shall be owned by Fun Factory. He says that his passion for this work came early in life when he used to sketch churches alongside his father back in England. This makes his father one of his greatest mentors in his life together with Gaetano Pesce, Marshall McLuhan, Ettore Sottsass among others. His personal mission is that he wishes to change the world and drive people into cherishing the times that they live and be able to accomplish a world that is beautifully designed. In the course of doing this he wishes to have Philips, Ikea, Motorola among other big brands under his umbrella of clients. It is therefore clear that Karim Rashid has come a long way and his resilience and hard work have made him the huge designer he is today.

#### Works Cited

Karim Rashid. 2010. 31 May 2010. .

Karim Rashid. May 12, 2010. The repressible designer talks about changing the world, dream clients and guilty pleasures. 31 May 2010. .