

Concept aspires to convey the idea of meeting of different aesthetic worlds born of the unlikely collision among old and new, as geometric motifs indebted to Islamic culture are combined with modernization of Arabic world's heritage. This results in creation of contemporary forms which resonate with cultural symbolism but also exude simplicity and subdued refinement. Region's aesthetics inform the design, while formations in movement express mutability of topography as a hint to the evolution of UAE's heritage.

Physical landscape is treated as reflection of the multi-cultural landscape, merging aspects that link people to their past and drive culture towards modernity. Evolving from local to 'glocal', project comments on ways natural environment is replaced by humanmade in relation to rapid urbanisation of Dubai, generating discussion among the two. Such multiplicity is reflected on design as modulation of surface forms an amalgamated continuum of geometric combinations, enabling users to encounter rhythmic textures in the overall fluidity.

Convergence between the natural and the manufactured becomes suggestive of the force of nature intersecting with constructed world, visualising their inseparable connection while design enhances tactility that develops human-space correlation with the ceramic surfaces. Influenced by the narrative power of Burle Marx's work relying in integration of landscape and architecture, proposal presents a reconciliation with nature capturing reminiscence of landscape in design while forging the link with the world surrounding us.

The value of nature as source of inspiration is combined with the impact of cultural confluence by abstracting such values to visual language through aggregation. Taking advantage of innovative printing possibilities of the *DYS* modus operandi, a dynamic dialogue with technology and progress is materialised combining abstract with geometric through visual economy. Continuous ripples add plasticity to 2-dimensional surface, reflecting continuity of printing process and technical features behind manufacturing of *Iris Ceramica* ceramic slabs.

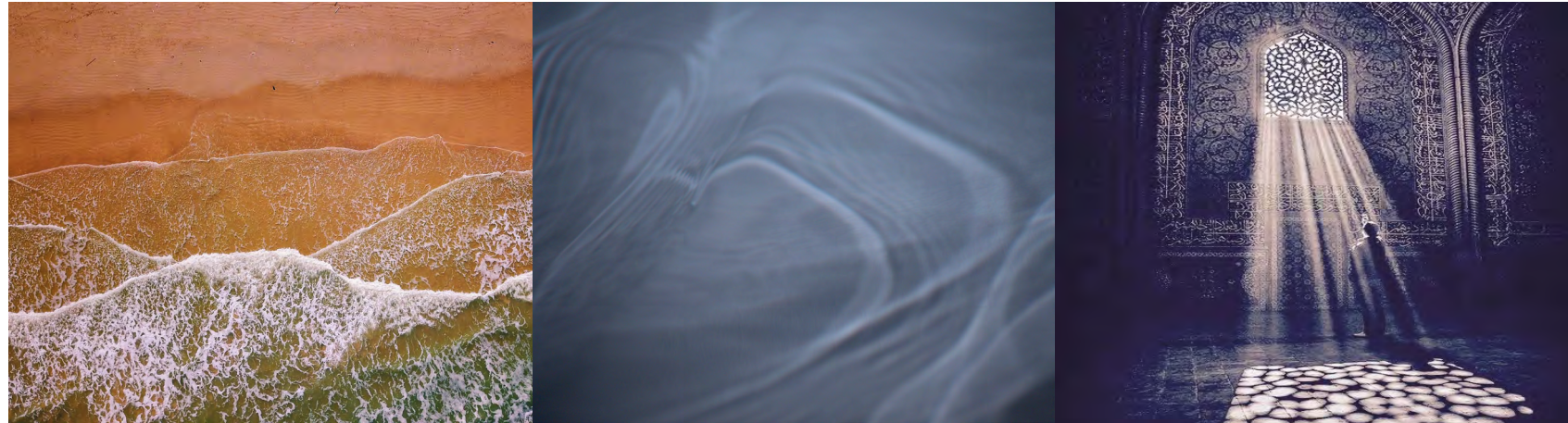


Image 1 flux of wind & water, light & shadow

Allusive of forces transcribing topography, design generates discourse among built space and nature. Observing processes of interdependence between them while experiencing cycles defined by constant change, flow of natural elements hints to mutability of landscape. Water becomes geometry and pattern as intersecting waves reshape constantly the shore, alluding to intersectionality of cultures. The sea that connects different cultures unveils how mobility across space and time has shaped the frame of globalised environments such as Dubai.

Project captures interplay of light, shadow and pattern, recreating the pulsating lighting effect of traditional 'mashrabiya' diaphragms which give material shape to light while generating shadow shapes. Drawing from geometry embodied in natural forms, connection with the material reveals a more evolved relation with the material world.

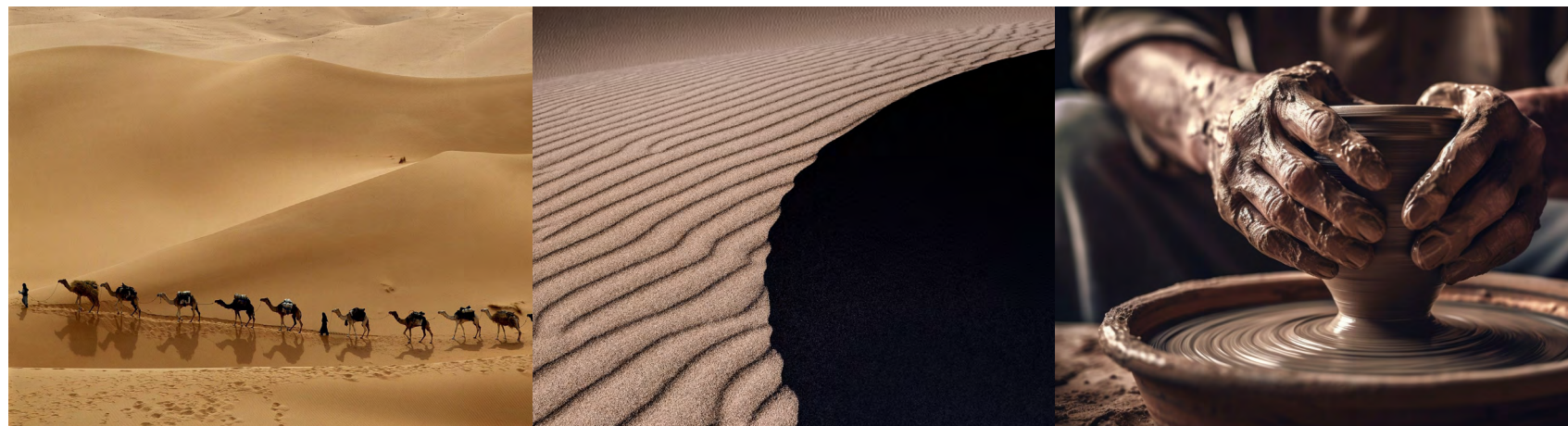


Image 2 land and material it provides to build culture

Sand is everywhere in Dubai. Inspired by natural landscape by combining contemporary design with traditional craft, concept captures essence of place while bringing physical scenery in the manufactured. Linear pattern mimics sand ridges as curved and parabolic lines are translated to fluid geometry, taking cues from the landscape's topographical contouring. Referring to unique local geography, desert dunes and terrain contours shaped by the wind illustrate how the trace of human intersects with the trace of time.

With reference to traditional ceramics illustrating the long history of building with earth, pottery lines highlight our common roots and deep connection with earth. Underscoring the relation among conformation and the medium that is composed of, craft becomes a visual expression of the making activity. Configuration seizes memory of raw matter in ceramic slabs' design, forging a strong link with what they are made of: matter extracted from earth.



Image 3 combinations & connections weaving multicultural fabric

Seeing craftsmanship as the ultimate expression of human creativity, while triggering a bond to the rich local history, concept presents an effort to combine contemporary design with traditional craft. Drawing reference from patterns of Arabic textiles and tapestries, loom weaving lines are converted to Op art stripes as the gentle undulation captured on their surface creates a visual expression of the rhythm of weaving. These introduce a perceptible pulse, creating a spatial articulation that instills a primarily two-dimensional object with a three-dimensional aspect. A modern interpretation of heritage celebrating its creative roots, design arrangements and arrays imply geometric patterns familiar to traditional Islamic decoration and Middle Eastern mosaics. Reminiscent of ornaments found in local crafts and motifs of Arabic carpets, combinations allude to interweaving the multicultural fabric of Dubai.