



LUXE
 SUMMER 2011 \ SABINA

THE URBAN ELECTRIC Co.



AMANDA NISBET
 AMANDA NISBET
 DESIGN

MICHAEL AMATO
 THE URBAN
 ELECTRIC CO.

AMANDA NISBET'S LOVE OF BLING LED TO A BRIGHT AND SHINY COLLECTION FOR THE URBAN ELECTRIC CO. AND CREATIVE DIRECTOR MICHAEL AMATO.

AN: I love jewelry, which is no surprise to anyone who knows me! All the different ways one can do a link, and the juxtaposition of materials that create dramatic tension, fascinates me. I felt as if there wasn't enough of that in the marketplace.

MA: As a designer I have the same sort of interests and scale. The mixing of the woods and metals and other materials, like shagreen and glass, made creating the pieces fun. Amanda's playfulness definitely comes through in the collection.

AN: I'm naturally inclined to use color in my work. It really speaks to me, and I get such a visceral response to it. Adding fabulous, saturated light color to a neutral room can make such an impact.

MA: I always base my design on something traditional or classic, then play with it a little bit to make it work for today's world. My background is in fashion, and I love what some of the designers are doing right now, which has a lot to do with intensity of color. That's pretty powerful for me.

AN: My relationship with Michael is very symbiotic, so it was great fun to bounce things off each other and have these terribly intense moments where we were just bubbling over with excitement over where our ideas were going.



BESPOKE

Right: Amanda Nisbet's designs for The Urban Electric Co. are informed by her affinity for bright color—and bright baubles. [Shown: Sabina.]



JAIME HAYÓN
 HAYÓN STUDIO

CHRISTOPHER SHARP
 THE RUG COMPANY

JAIME HAYÓN HAS FORMED STYLISH ALLIANCES WITH EVERYONE FROM BACCARAT TO BISAZZA. HIS DEBUT OFFERING FOR THE RUG COMPANY FOUNDER CHRISTOPHER SHARP IS YET ANOTHER REFLECTION OF HIS ARTISTIC SOUL.

JH: I wanted to create designs that were simple and interesting. Capitone is a take on an upholstery technique; it's an unusual concept that elicits feelings of warmth and comfort. The Vases rug uses handmade drawings to represent elements of my imagination. You could say it's made of dreams.

CS: Working with creative people from different mediums is exhilarating and keeps The Rug Company's output consistently inspiring.

Outside designers bring something truly innovative and original to our existing collections.

JH: The collaborative process was a long and interesting exchange. We worked through many concepts, shared sketches, and met to discuss materials and create variations until we arrived at a point where we all felt confident.

CS: I have long admired Jaime's work; his whimsical and witty aesthetic is refreshing. He was one of the pioneers of the design/art movement, and I really love that he blurs the boundaries between art, design and even architecture. He has a recognizable style, yet everything he does is unique and original.

JH: Texture is everything in these designs. This is my first rug collection, and it was a challenge to understand how this world works and the possibilities you have when creating a design. A hand-knotted rug gives an entirely different feel to a space—the richness of the material is incomparable.

Left: Steered by an outside-the-box approach, Jaime Hayón's collection for The Rug Company claims a particularly artistic bent. [Shown: Vases and Capitone.]