

Karim Rashid

Renowned contemporary thinker and industrial designer

Karim Rashid, a leading figure in the fields of product and interior design, fashion, furniture, lighting and art, was born in Cairo, half Egyptian, half English, and raised in Canada, Karim now practices in New York. He is best known for bringing his democratic design sensibility to the masses. Designing for an impressive array of clients from Umbra to Prada, Miyake to Method, Karim is radically changing the aesthetics of product design and the very nature of consumer culture. To date he has had some 2000 objects put into production.



As a product designer, Rashid creates the stuff of daily domestic life: sofas, chairs, candlesticks, table lamps, CD players, perfume bottles, cigarette lighters and, recently, rooms to put all that stuff in. His designs reflect his philosophy of living completely in the present

His shapes are possible because he creates his designs on computers. He's enamoured of technology and how its efficiencies reduce manufacturing costs, allowing him to be a designer for the middle-brow masses, not just for habitués of high-end galleries. It takes only \$8.00 to buy his best-selling product so far, a curvaceous translucent-plastic wastebasket named Garbo, introduced by Umbra in 1996 and sold throughout North America, Europe, Asia and the Middle East. Garbo is "not just a garbage can, it's a beautiful vessel that's used in a variety of ways, from champagne bucket to child's toy container.". So far the Garbo has been sold more than 9 million times.

Karim immersed himself in the world of architecture and interiors with his design of the Morimoto restaurant in Philadelphia and Semiramis hotel in Athens. The Semiramis was recently awarded a Sleep05 European Hotel Design Award for Best Interior Design Public Areas. Morimoto was cited by Esquire Magazine as the best new restaurant design of 2003. Karim also designed an award winning retail interior for Nambe, a Sante Fe based manufacturer of table top items and two restaurants for the Singapore based noodle shop NOOCH – one in Singapore and one in NYC, Last year saw the opening of Four Food Studio in Long Island.

Karim was awarded an Honorary Doctorate of Fine Arts from Corcoran College of Art & Design in D.C. Other awards include the 2004 A.D. Dunton Alumni Award of Distinction from his alma mater, 2002 ID Magazine Annual Design Review Best of Category, and 2003 best Retail Store in the USA. His work is in the permanent collections of 14 Museums worldwide including MoMA and SFMoMA and he exhibits art in various galleries. Karim was an associate Professor of Industrial Design for 10 years and is now a frequent guest lecturer at universities and conferences globally.

Karim has published two monographs titled 'I Want to Change the World' (Rizzoli, 2001) and 'Evolution' (Universe, 2004) as well as a biography published by Chronicle books (2004), and 'Digipop' a digital exploration of computer graphics (Taschen 2005). He edited the International Design Yearbook 18 for Calmann and King 2003 and released two compilations CD's available on boutique label Neverstop. ReganBooks has just released 'Design Your Self, a practical guide to redesigning your lifestyle, penned by Karim.

His client list includes household names - Sony, Alessi, Armani, Audi, Tommy Hilfiger and Estee Lauder—and some surprises: ConEdison, Union Carbide, the Canadian postal Corp, Yahoo! and Mobilkom Austria.

Topics

- Redesigning your Lifestyle
- I Want to Change the World
- Innovation & Reinvention
- The design experience economy
- Our beautiful shrinking world
- Design shapes the future