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SEARCH

AGENDA 27-08-2010

Disegno e Design.
 Brevetti e Creatività italiani

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NEWS

INTERVIEW Cherif Morsi

24 August 2010

Born in 1971 in Brussels, Cherif Morsi lives and works in Cairo, Egypt. He graduated from Cairo University, Faculty of Engineering in the Department of Architecture in 1994. After graduation, Cherif was involved on several occasions in architecture and interior becoming the first supervising architect in the prestigious First Residence in Cairo.

In 1997 he founded his own studio, Avantgarde, active in the design of architecture, interiors, product and corporate identity.

Since 2000, he came in contact with several international companies in the sector including the design include Alessi, Sawaya & Moroni, Italy, COVO Italy, the Milan Triennale, Droog Design and Offectt Sweden.



Cherif Morsi

1. *With reference to the current and historical design production, how have you been inspired by the teachings of the great masters in your design process?*

The great masters such as the Eames, Achille Castiglioni, Le Corbusier up to Philippe Starck as well as younger stars-to-be-masters such as Konstantin Grcic, The Bouroullec, Jasper Morrison, Naoto Fukusawa have all inspired me greatly in the approach through which a designer should address a design. They are all quite different to each other and none of them has "a better" way of solving problems hence further highlighting that there isn't a single approach to handle a design process but many and the result is a vast array of all too valid and all functional beautiful projects.

I think that is the main teaching I got namely: there isn't a single approach to any given problem!

2. *In respect to the design philosophy that you've developed in your training, who is the well-known designer that has mostly "inspired" you with his teaching and why?*

Too many of them, but with the years I have become very respectful of the likes of Konstantin Grcic, Jasper Morrison, the Bouroullec brothers and Nendo. They all share a very rare simplicity and a unique way of solving problems that is so obvious I wonder how come nobody before them thought of it! Very elegant, sobre, classic, useful and beautiful design come from these designers which is a very difficult way of designing (away from trends and fashion). Their objects will become the next real antiques of tomorrow and ultimately, they are already the masters of tomorrow!

3. *What are, in your opinion, the three key words which identify a good product design in the present overview?*
 Simple, functional and emotional.



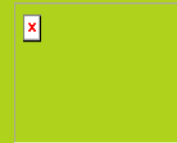
Miura Barstool, K. Grcic, Plank Collezioni



DAY by DAY NEWS

27 August 2010 - 9:00

INDUSTRIAL DESIGN Thirty years anniversary at the home of FontanaArte table with wheels by Gae Aulenti



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