

carlin

KARIM RASHID

... is a leading figure in the fields of product, interior, fashion, furniture, lighting design and art. He is best known for bringing his democratic design sensibility to the masses. Designing for an impressive array of clients from Alessi to Dirt Devil, Umbra to Prada, Miyake to Method, Karim is radically changing the aesthetics of product design and the very nature of the consumer culture. He has had some 2500 objects put into production to date. His designs of the Morimoto restaurant in Philadelphia and the award-winning Semiramis Hotel in Athens have successfully expanded Karim's scope to include the realm of architecture and interior design. Karim has won the prestigious I.D. Magazine Annual Design Review, Red Dot Design Award, and Chicago Atheneum Good Design Award numerous times throughout his career. His work is in the permanent collections of 14 Museums worldwide including MoMA and SFMoMA and he exhibits his art in various galleries.

KARIM'S PHILOSOPHY

"I believe that we could be living in an entirely different world - one that is full of real contemporary inspiring objects, spaces, places, worlds, spirits and experiences. Design has been the cultural shaper of our world from the start. We have designed systems, cities, and commodities. We have addressed the world's problems. Now design is not about solving problems, but about a rigorous beautification of our built environments. Design is about the betterment of our lives poetically, aesthetically, experientially, sensorially, and emotionally. My real desire is to see people live in the modus of our time, to participate in the contemporary world, and to release themselves from nostalgia, antiquated traditions, old rituals, kitsch and the meaningless. We should be conscious and attune with this world in this moment. If human nature is to live in the past - to change the world is to change human nature."

Karim



DEMOCRATIC DESIGN

Design for everyone! Design can and does touch all of our lives every-day and Karim believes all objects should be considered and made beautiful. Karim's goal has always been to design objects for the masses. Whether developing a high-end sofa or mass-produced packaging, Karim uses his unique process to deliver iconic products.



CREATING ICONS

Nothing is more powerful to a brand than an iconic product and Karim's forms truly stand alone. His goal is to produce a product so vivid that it evokes the soul of the brand and speaks for itself...
The product embodies the brand.

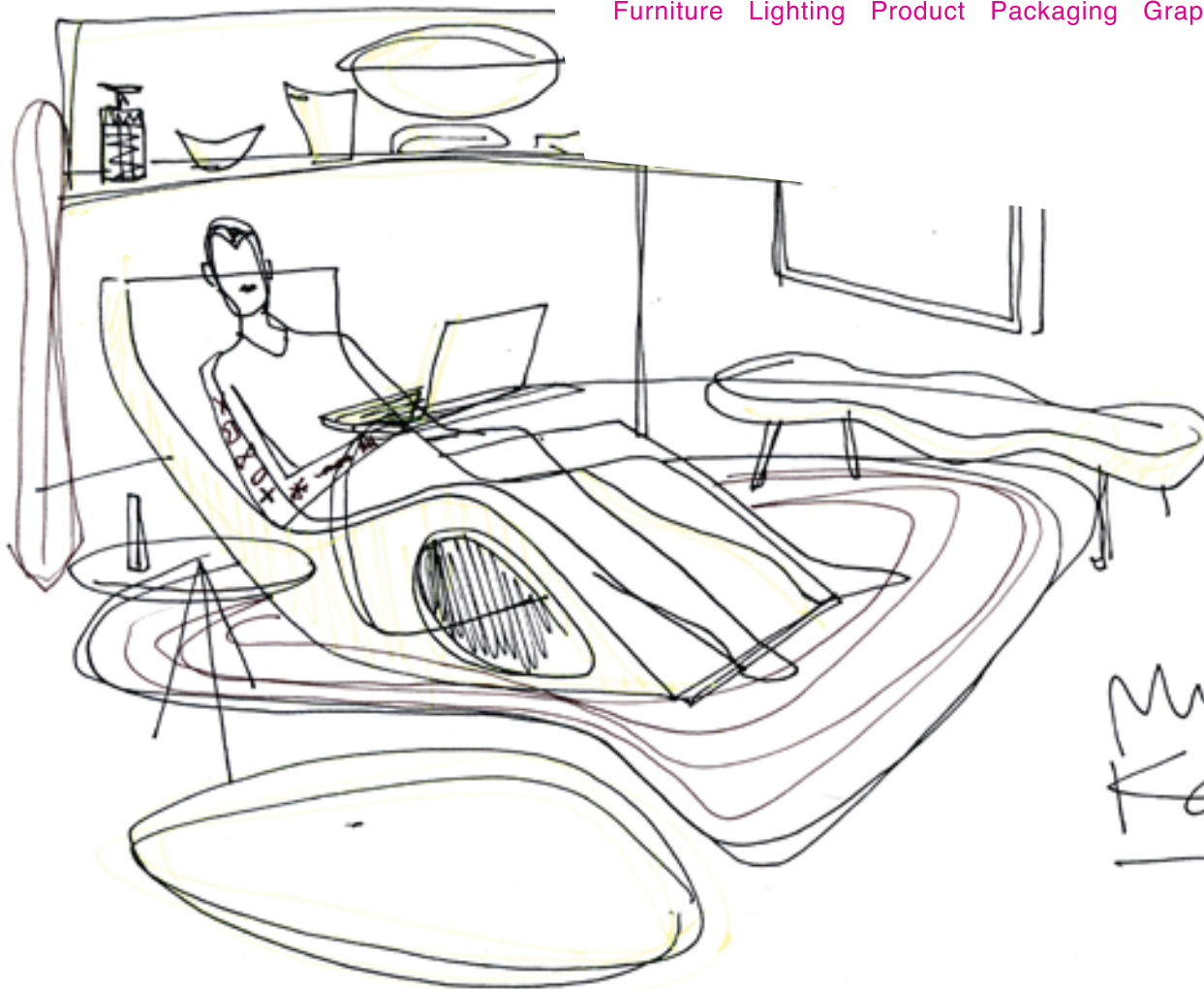


CAPABILITIES

Karim's studio takes a holistic approach to design and architecture, considering every factor in developing powerful brands, iconic products and unique experiences.

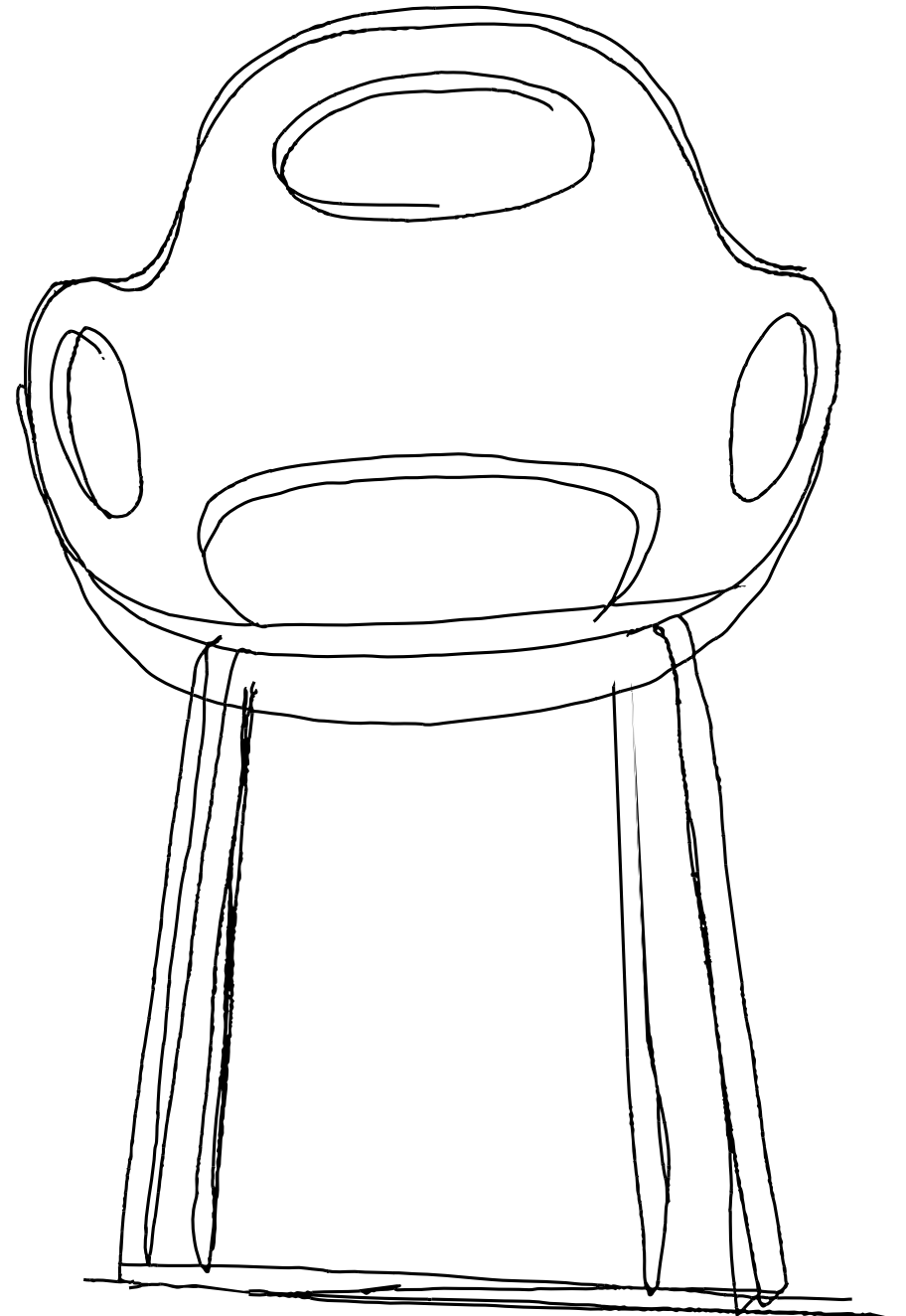
Our offerings include design expertise in:

Furniture Lighting Product Packaging Graphics Spaces



My office
Karim

FURNITURE



UMBRA



MAGIS



TONELLI



ZANOTTA



x0



VONDOM



COUNCIL



CASAMANIA



BONALDO



FEEK

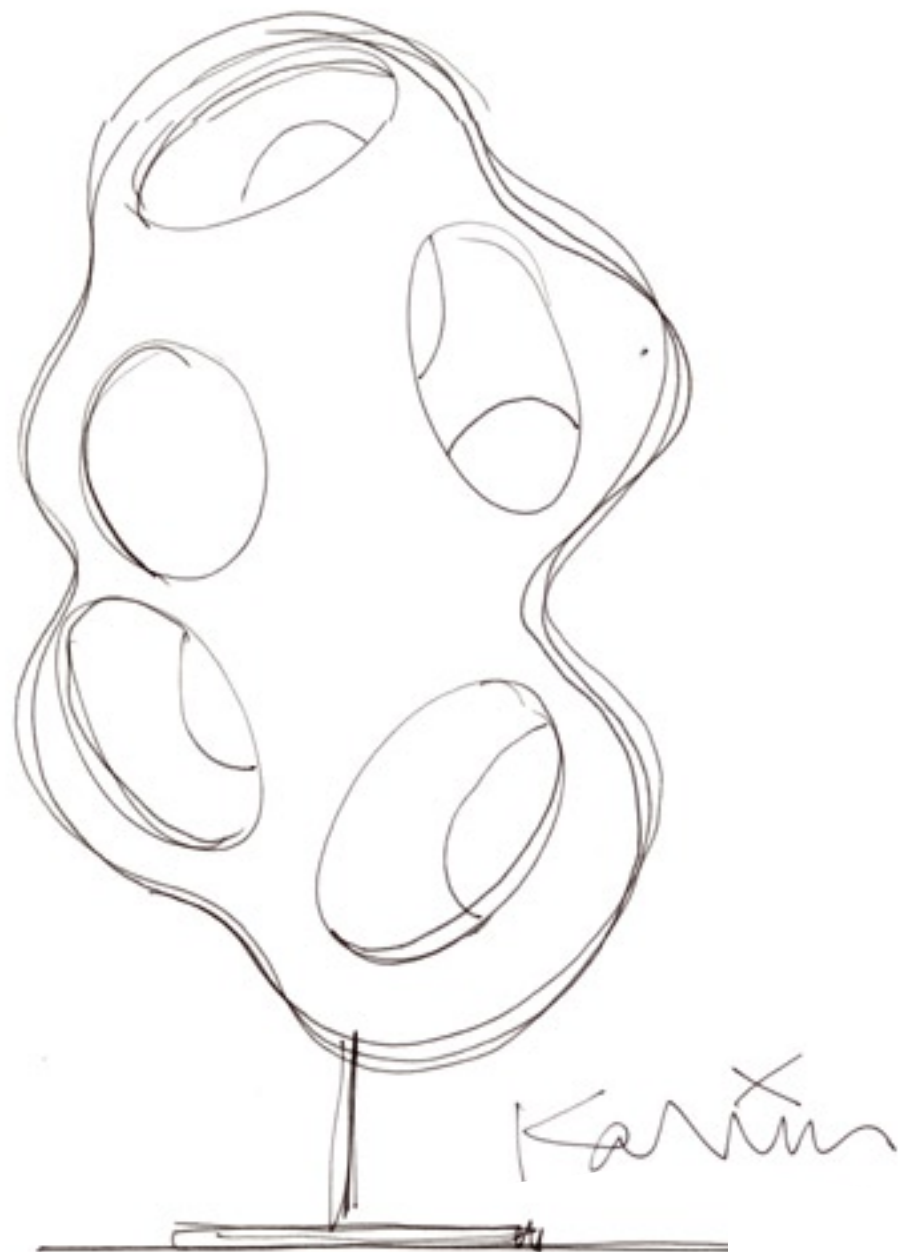


DELLA ROVERE



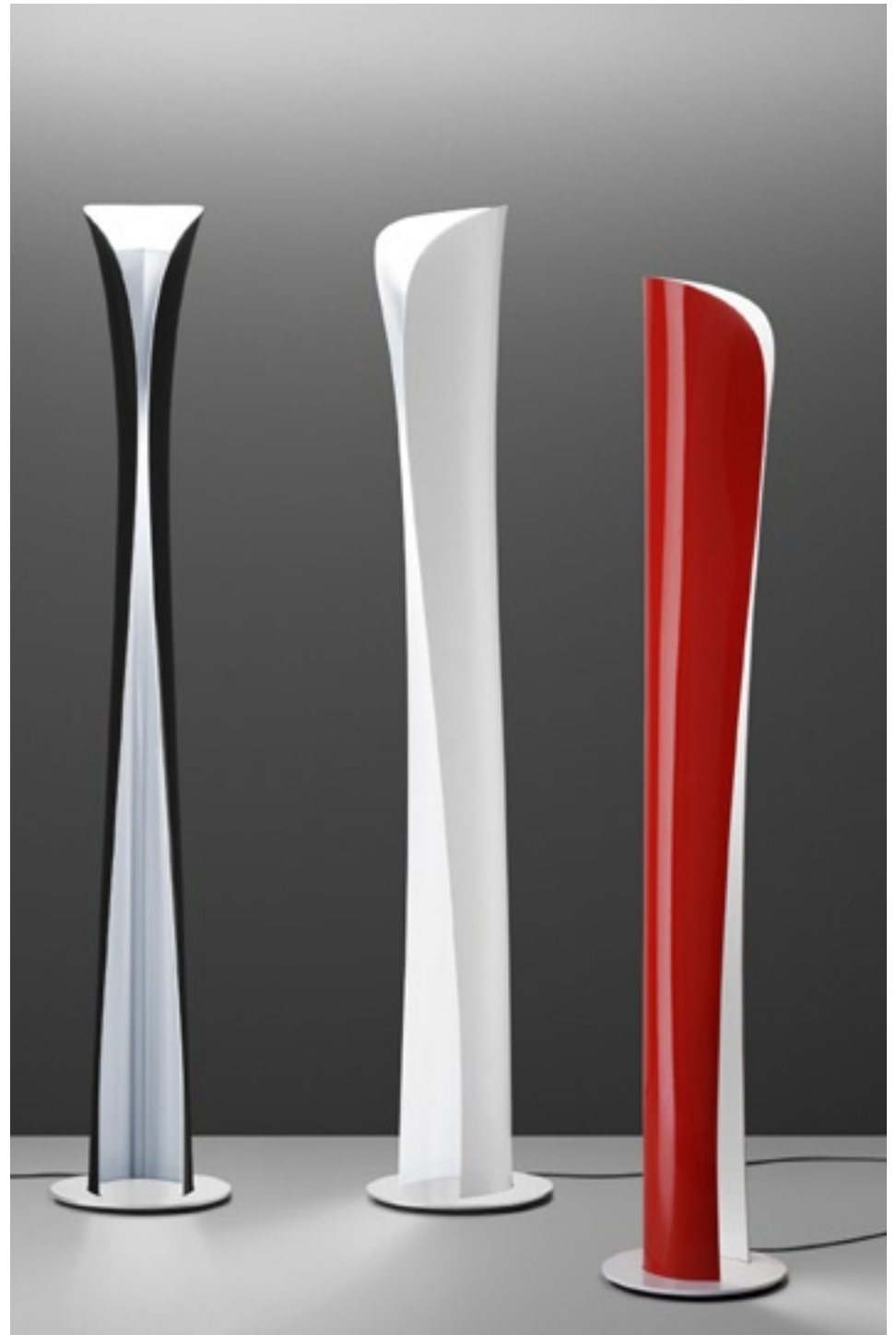
RAYNOR GROUP





LIGHTING

ARTIMIDE



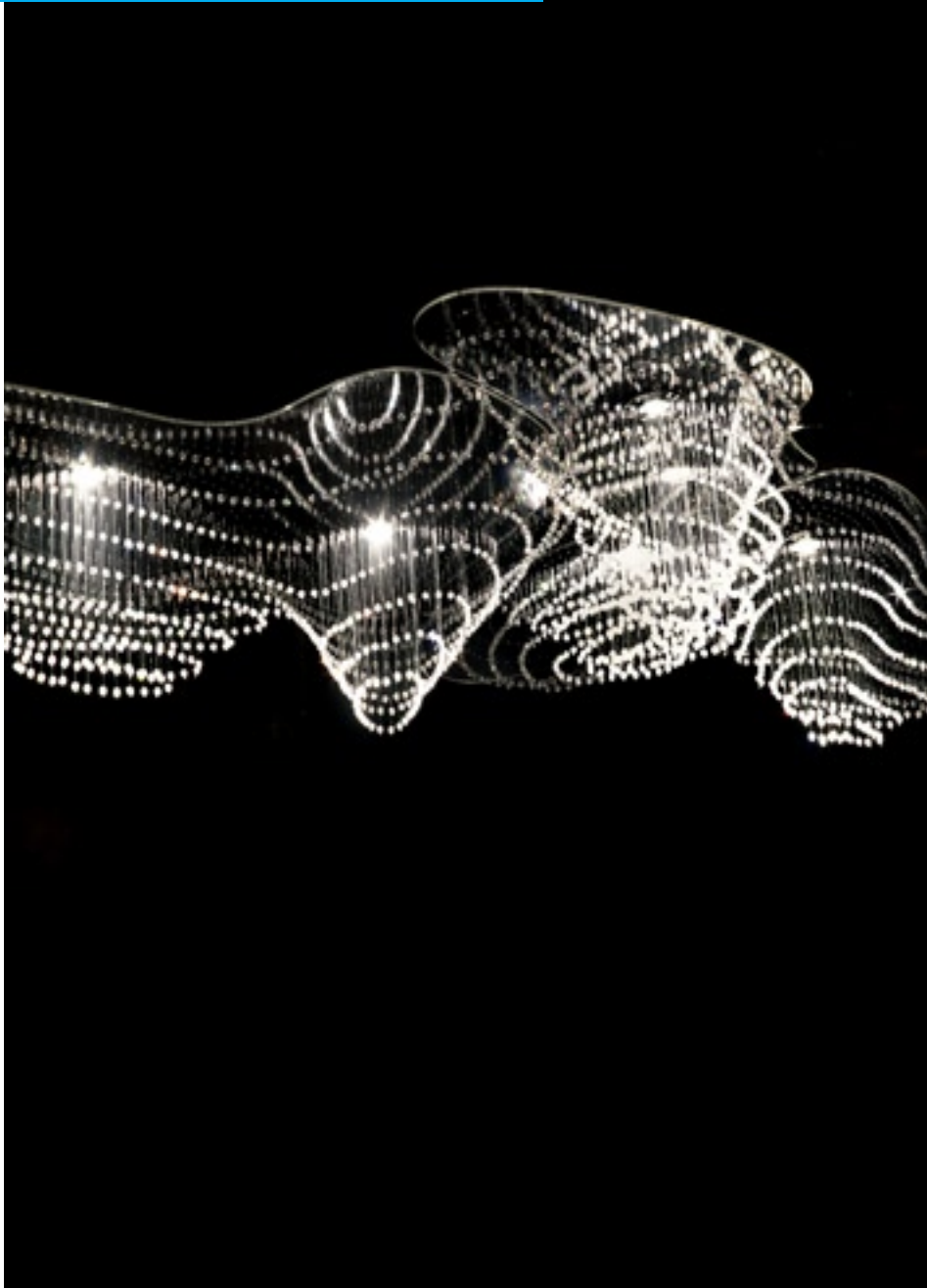
KUNDALINI



GEORGE KOVACS



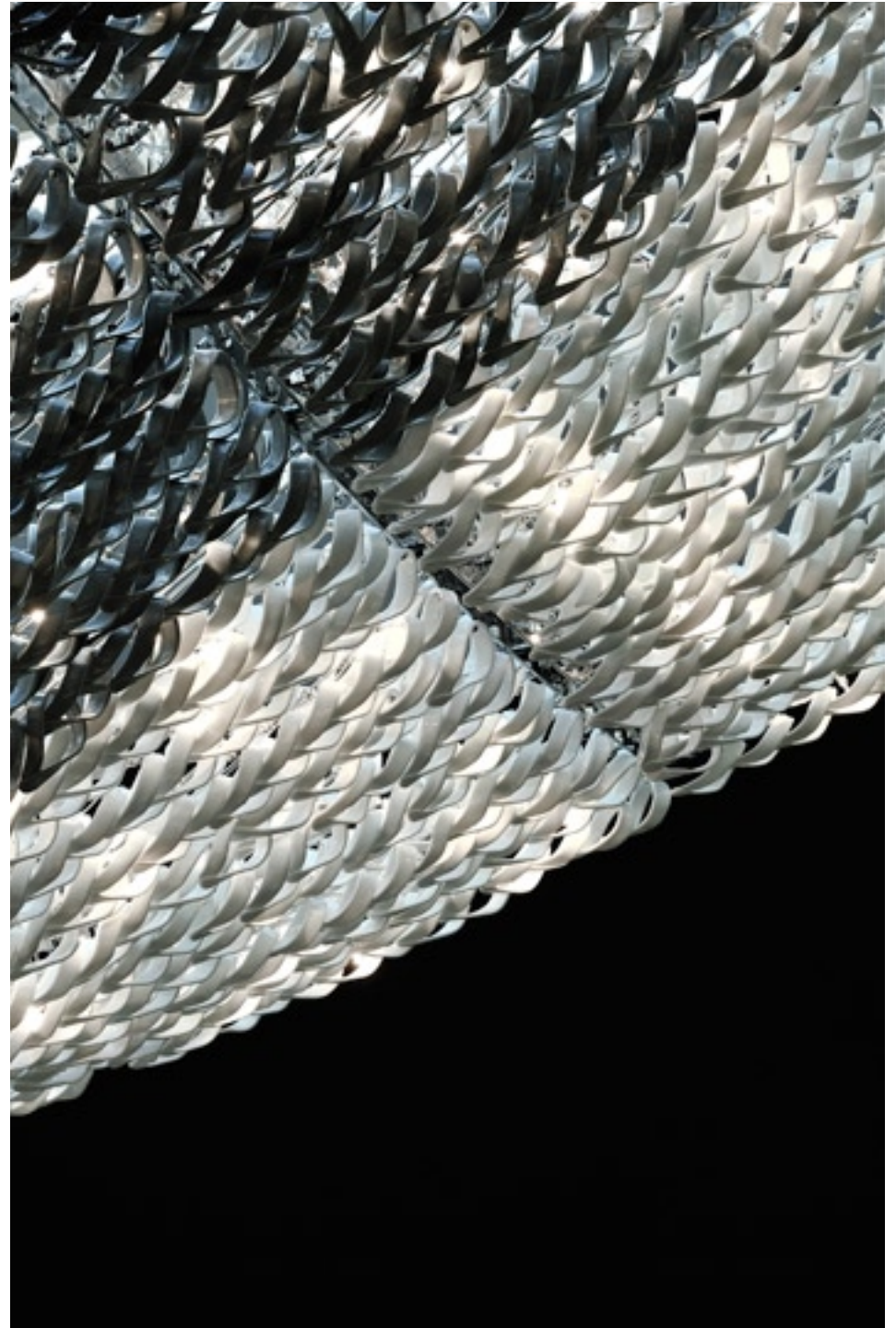
SWAROVSKI



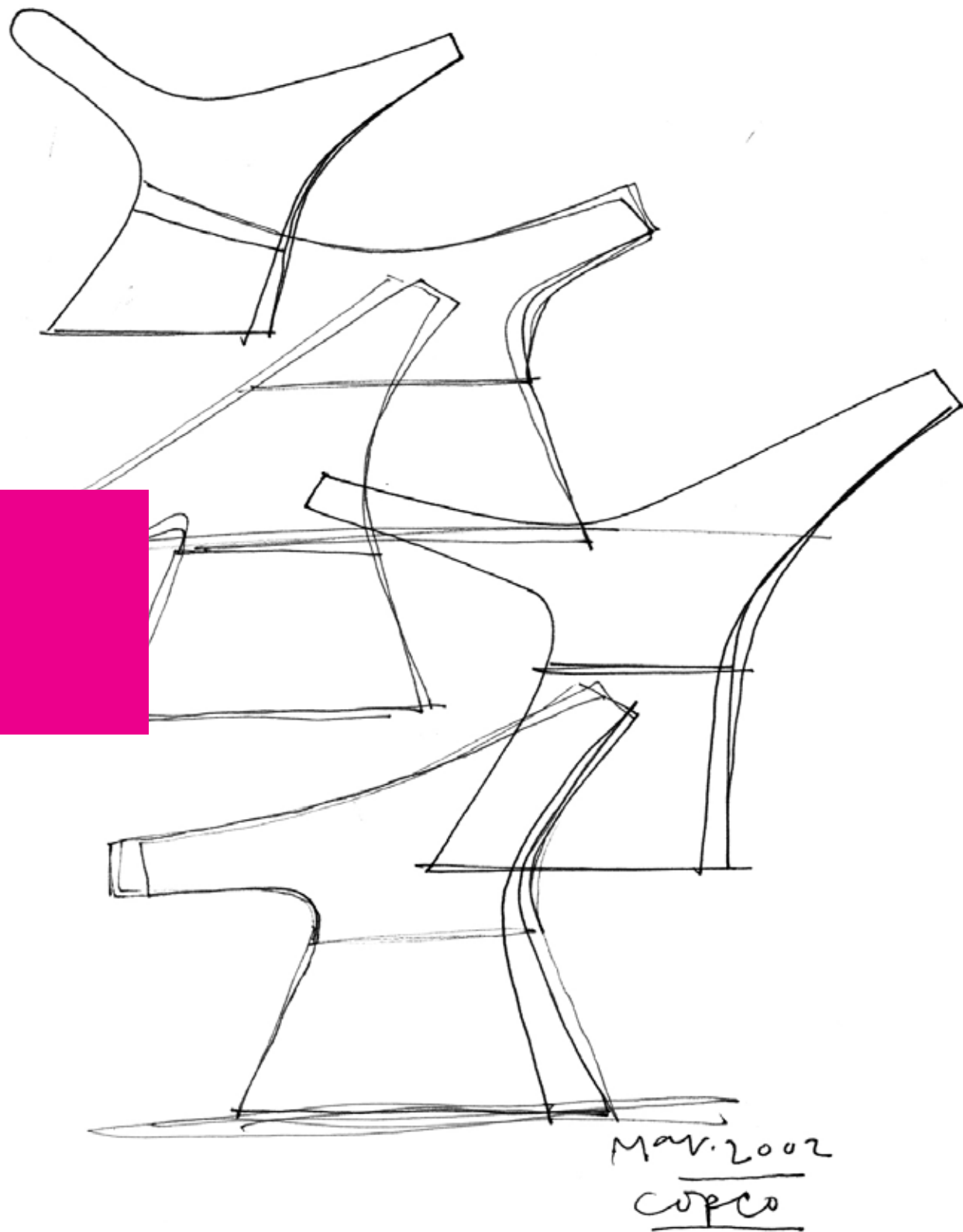
I TRE



ANDROMEDA



PRODUCT



UMBRA



ALESSI



DIRT DEVIL



GORENJE



NAMBE



COPCO



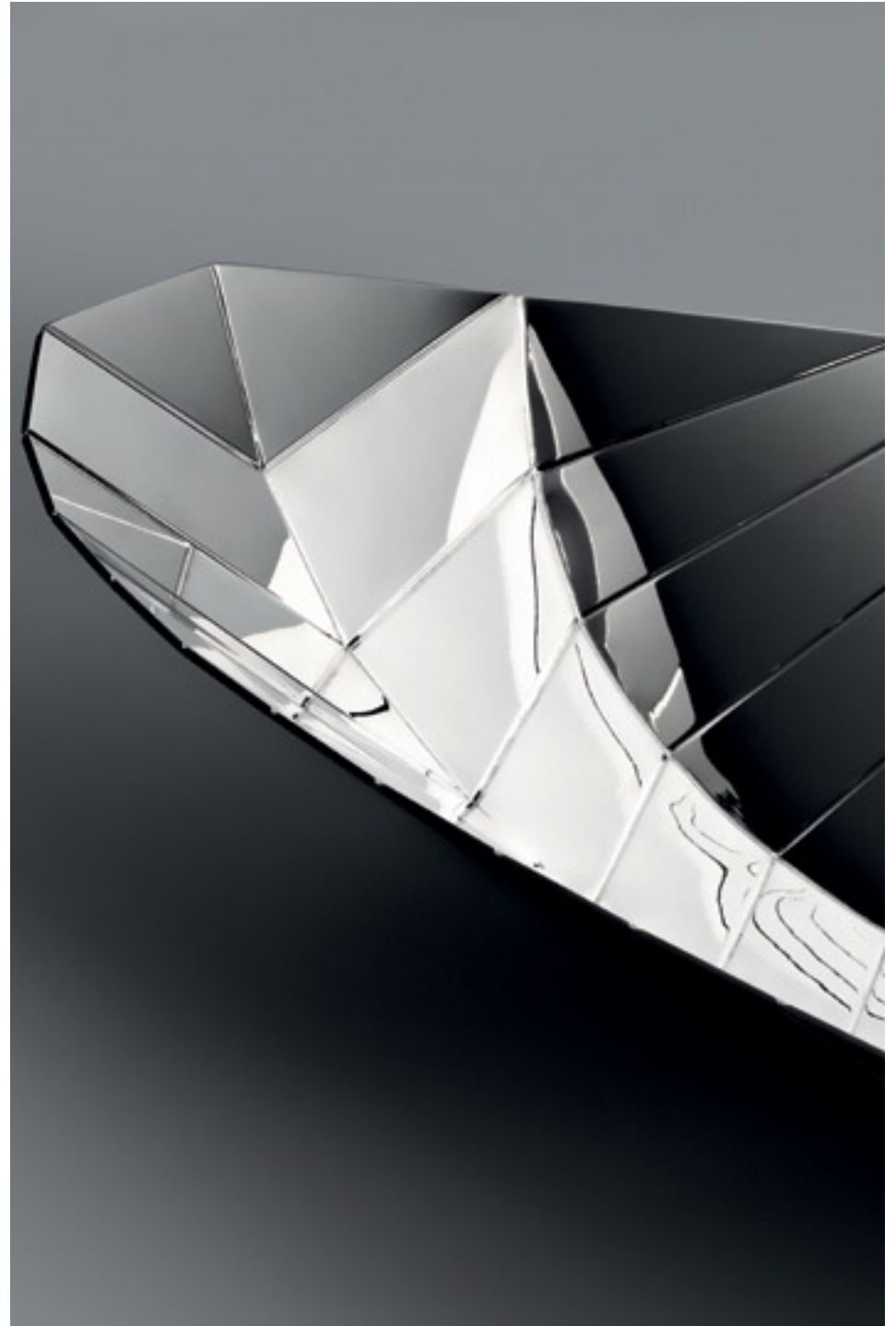
IIAMO



GAIA & GINO



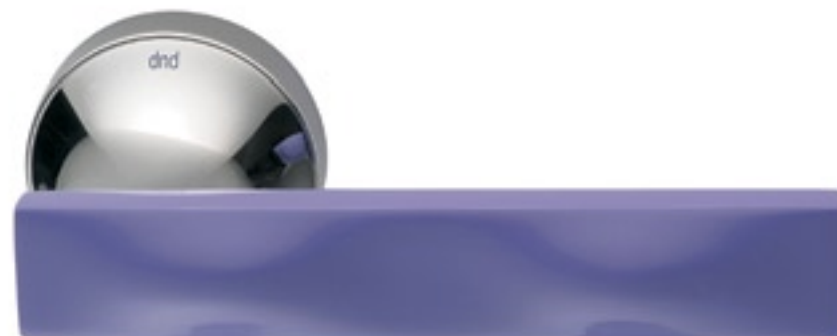
CHRISTOFLE



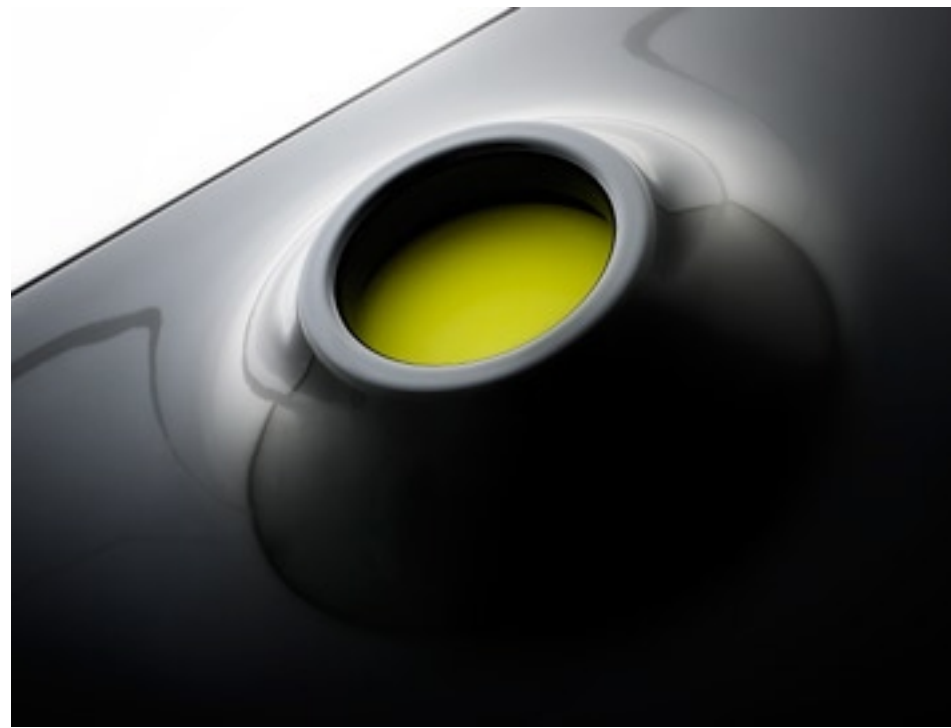
SLICE



MARTINELLI



ALBED



ASUS

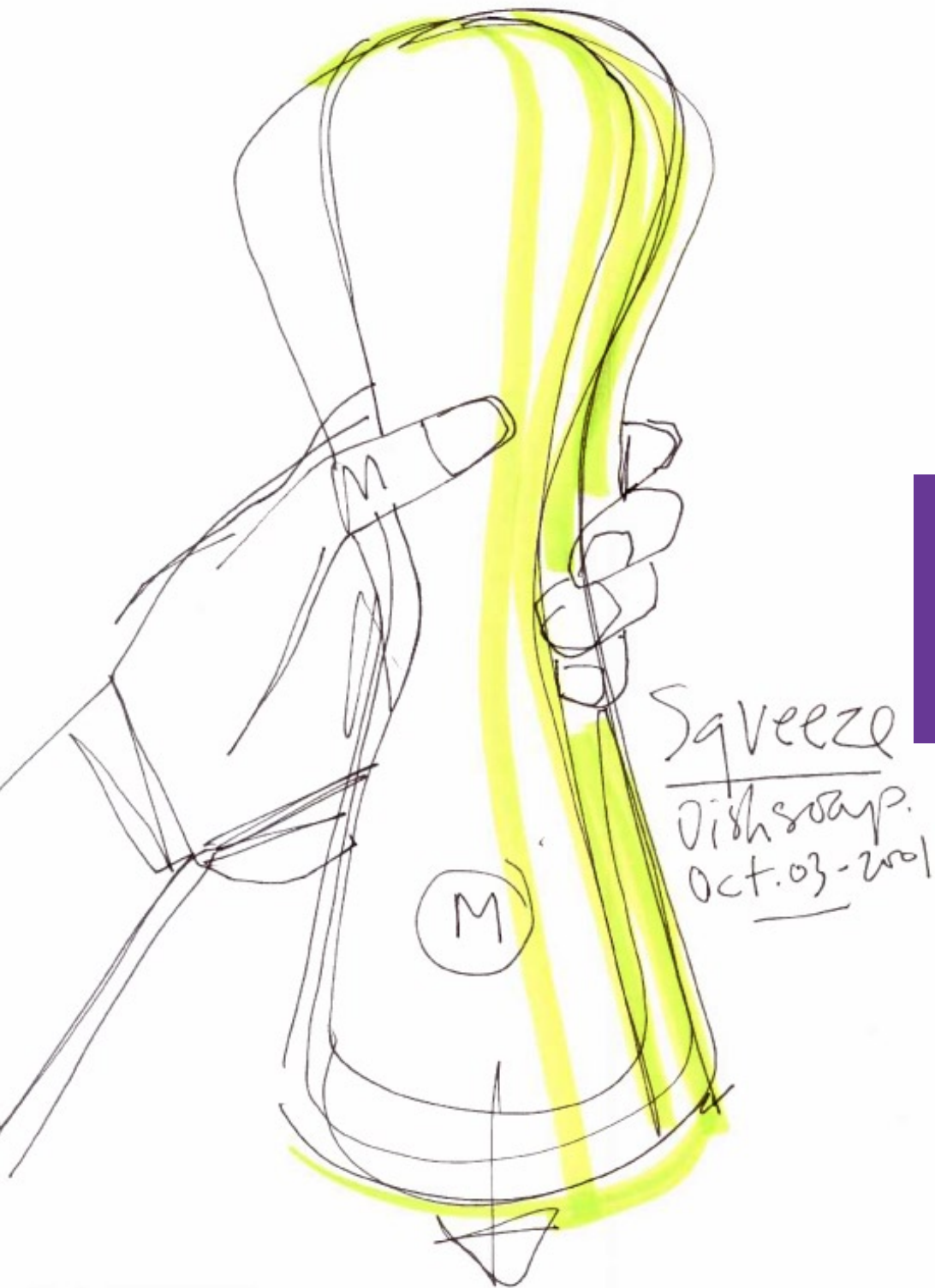


GROBAL



DANESE





PACKAGING

METHOD



BOBBLE



KENZO



PRADA



ISSEY MIAKE



PARIS BAGUETTE



GRAPHICS



HUGO



CITI



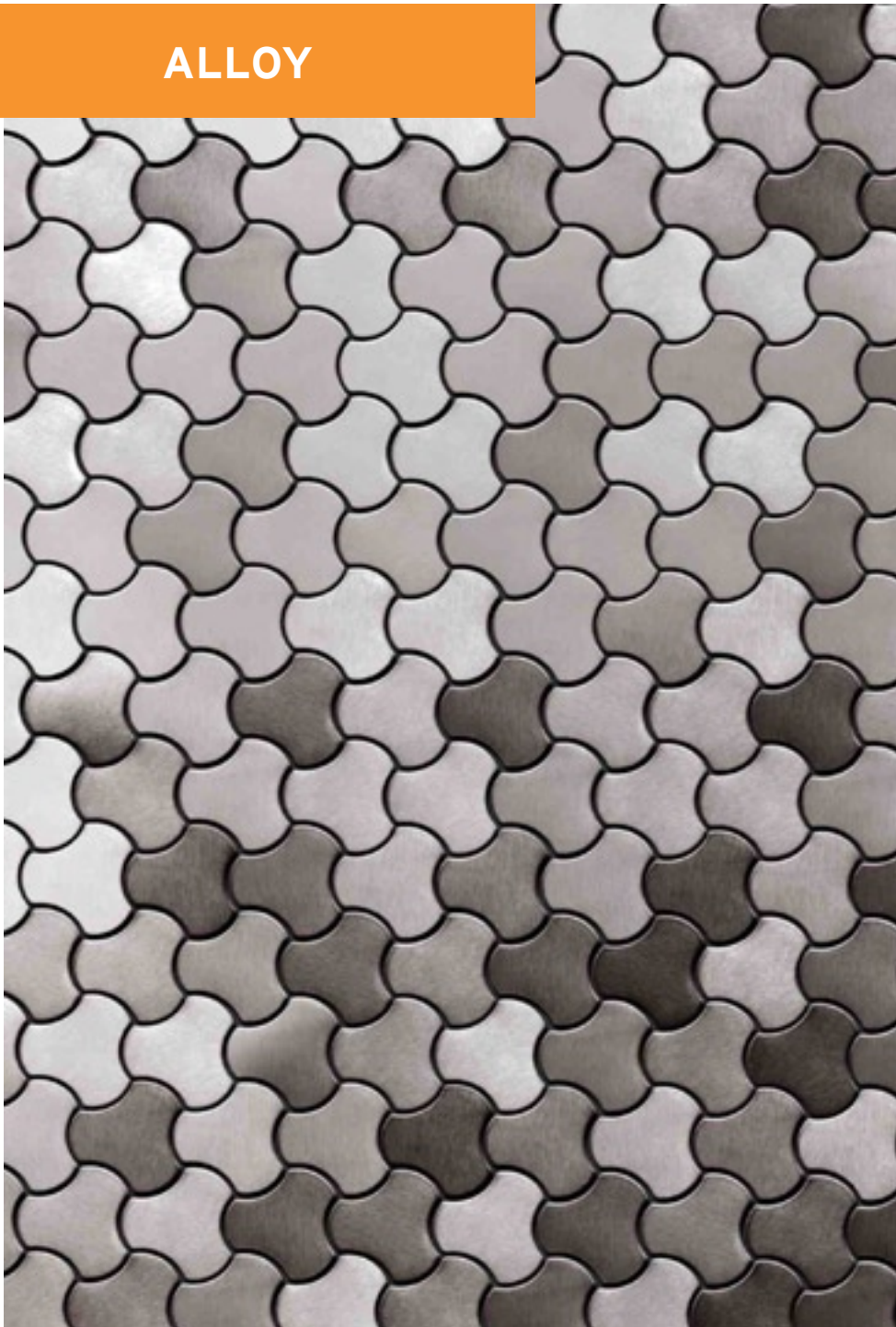
SCAVOLINI



DIBI



ALLOY



C&C MILANO



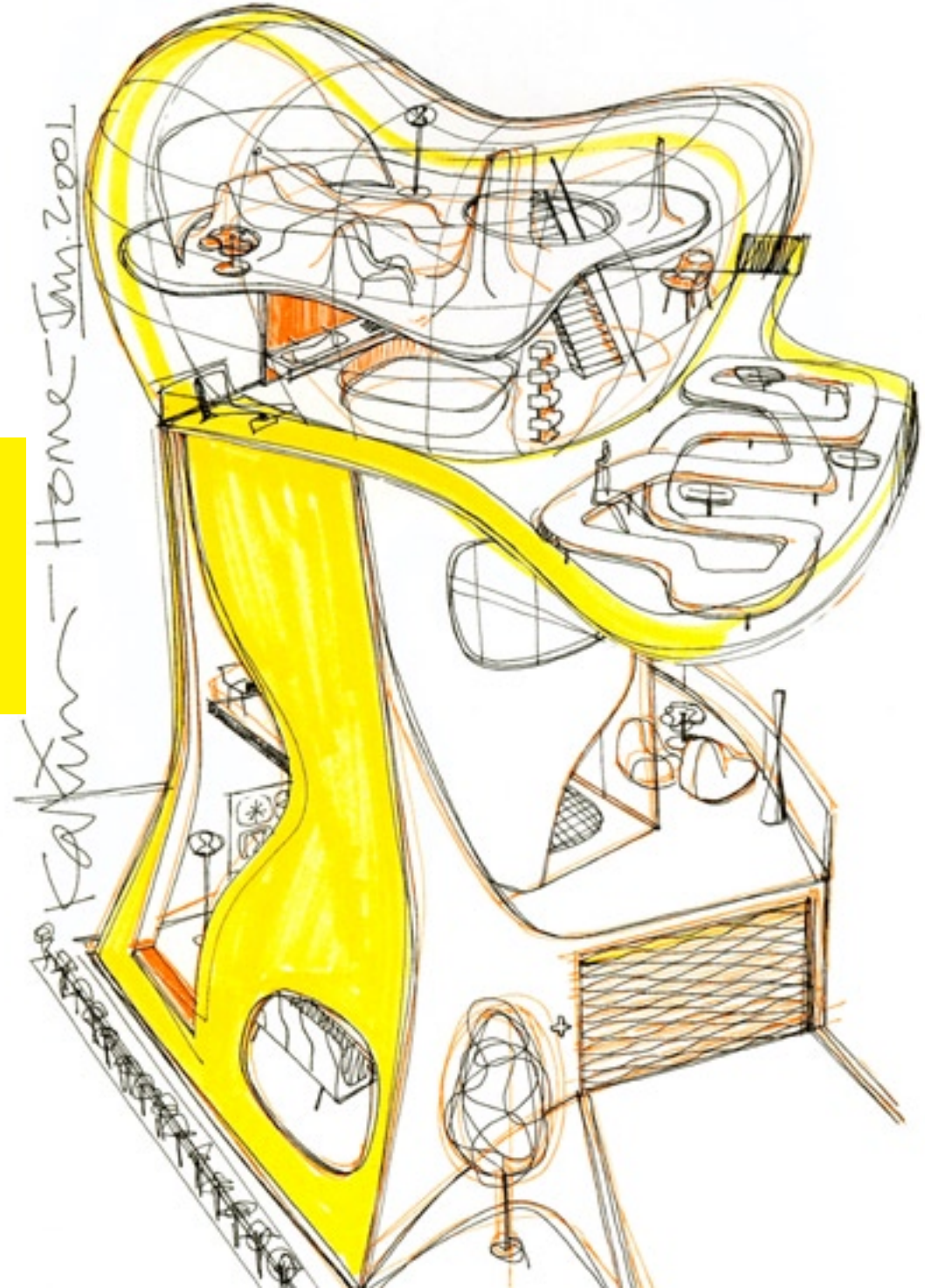
OFFECT



ABET LAMINATI



SPACE



MORIMOTO



MARKET



SILK ROAD



BOSCO



SEMIRAMIS



Mathematics