FROMM. LAB - DOHA LAUNCH

QATAR CREATES

OCTOBER 2022

**NEW DESIGN PLATFORM FROMM.**

**OPENS AT M7 IN MSHEIREB**

*FROMM. Lab serves as a showroom to showcase its inaugural ‘Shurouq Collection’, originally launched during Milan Design Week 2022*

*Doha, 29 October 2022* – FROMM., a design platform and company conceived by a Qatari–Italian team, has opened in M7, Qatar’s epicentre for innovation and entrepreneurship in design, fashion, and tech. FROMM. aims to play a key role in Qatar’s creative economy by creating a design space to nurture the local and regional emerging design scene. The FROMM. Lab acts as a space for talent incubation, complementing FROMM.’s Milan-based Lab and playing host to FROMM.’s design process and public design workshops.

Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, Chairperson of Qatar Museums, said, “FROMM. brings a new platform to support our incredible local creative talent, helping them to transform into successful global brands. As the first privately funded incubator in our creative economy ecosystem, I look forward to seeing FROMM. flourish in its new home at M7.”

Conceived as a hub and showroom devoted to interior design, product design, innovation, and creativity, FROMM. Lab is a place of cultural value expressing its founder and CEO Alia Rachid’s ambitious mission to spread a new design culture globally.

Rachid said, “We are excited to announce the opening of our Doha-based Lab, the first of its kind in Qatar devoted to showcasing and laying the foundation for Qatar’s current and future design scene”

“We are proud to open our doors in M7, as our missions are closely aligned as we hope to respond directly to the demands of Qatar’s fast-growing design industry by empowering designers to explore, collaborate, and develop successful design projects.”

“We encourage the design community, the public, and those looking for interior solutions to visit our FROMM. Labs in Doha to experience the storytelling behind the Shurouq Collection and our upcoming projects,” Rachid added.

Maha Al Sulaiti, Director of M7, said: “We are excited to have FROMM. at M7 as one of our resident partners. Our resident partners play a pivotal role in equipping designers with tools and expertise to enable them to take their ideas from concept to market, which leads to the growth of Qatar’s creative circular ecosystem. We look forward to seeing FROMM. connect the local design community to the global market and accelerating the growth of Qatar’s creative economy.”

The FROMM. Lab is the centre of operations for FROMM.’s design counterparts, visitors, designers, architects, and entrepreneurs who recognise and seek the excellence of signature design, in addition to FROMM.’s vision that looks to the future with a dynamic approach and daring innovations.

**FROMM. THE SHUROUQ COLLECTION**

Already launched and well received in June during Milan Design Week, the most dynamic showcase in the world of design, FROMM. will showcase its inaugural ‘Shurouq Collection’ for the first time in Doha. The Shurouq Collection is a contemporary furniture collection designed in collaboration with Qatari designers Maryam Al Suwaidi and Shua’a Ali inspired by Qatar’s desert dunes and traditional architecture that provide a must-see storytelling experience.

Itsdesign focuses on originality and multifunctionality. The furniture pieces are aesthetically stunning and can be utilised in various settings bringing a global sensibility to Qatari design and heritage.

FROMM.’s Shurouq Collection was designed in Doha, engineered in Milan, prototyped in Brianza, and is produced where the best know-how is. This process demonstrates FROMM.’s global reach and innovative design process that uniquely addresses “glocal” consumer needs.

**FROMM. THE DESIGNERS**

Designed by Qatar designers Shua'a Ali and Maryam Al Suwaidi, The Shurouq Collection is the result of a co-design process that has resulted in seven products.

"My creativity has largely fueled my passion for art and design culture. FROMM. has provided me a great platform to take this a step forward by facilitating and guiding me to translate this creativity and diversify my creative practices through multiple artistic mediums," Ali said.

The Coffee table “Maiz”, side table “Tawla”, console “Derj”, wall unit “Maktaba” and the floor lamp “Laite”, are the five pieces designed by Shua’a Ali, with the exception of the floor lamp, which was co-designed with Ellaquadro. These pieces are characterised by the prominent presence of an arch, inspired by the design of the oldQatari architectural buildings.

The perforated signature design branded on this collection’s pieces is inspired by pigeon towers prevalent in Qatar and the Gulf region. The old and the new are the idioms of dialogue that speak the language of tradition and culture as inspirations to retain aspects of cultural identity within the challenges presented by fast-paced globalisation.

“My journey with FROMM. was a whole new experience in my artistic career. As a visual artist, I know how to translate my thoughts into artistic visions. But through my collaboration with FROMM., I’ve learned how to translate those artistic visions into daily practical elements that are not only used as mere furniture pieces but also reflect the artistic beauty of our identity and culture,” Al Suwaidi said.

In conceiving and designing the Sofa “Baida”, armchair and pouf “Haima”,Maryam Al Suwaidi was inspired by the natural elements of sand dunes and their dynamic shape that can be likened to the complexity of one’s identity formed by individual characteristics, historical and life factors and social contexts.

**FROMM.**

**It’s time for new design perspectives.**

**Media Contact:**

Amin Ahmed – FROMM. Marketing Specialist

amin.ahmed@from-m.com

+974 66701560

Conceived between Doha and Milan, FROMM. design company is a platform that empowers young talent through a collaborative design process to create the ideal fusion of design, craftsmanship, and manufacturing. FROMM. was founded by Alia Rachid to fill a gap in the market regarding Middle Eastern designers and to bring these designers to the global front. Using heritage innovation, FROMM. allows designers to unlock their creativity and create one-of-a-kind pieces aligned with international design standards destined for the global market. FROMM.’s headquarters and lab space is located in Qatar’s renewed Msheierb District in M7, and FROMM.’s first global showroom and lab space is located in Milian’s design district.

**Media contact:**

Lolwa Al Malki – M7 Communications Coordinator

lalmalki@qm.org.qa

+974 5005 0725

**About M7**

M7 is Qatar’s epicentre for innovation and entrepreneurship in fashion, design and technology. Established by Qatar Museums under the leadership of Her Excellency Sheikha Al-Mayassa bint Hamad bin Khalifa Al Thani, M7 is committed to accelerating the growth of Qatar’s creative economy by providing mentorship and opportunities for designers to build a successful business both locally and internationally, while encouraging the fashion and design industry to play their part in the growth of Qatar’s creative circular ecosystem. M7’s platforms include comprehensive incubation and mentorship programmes, world-class exhibitions and pop-ups, and public discussions. Located at the heart of Msheireb Downtown Doha, M7 serves to create a space for creatives by working closely with its Resident Partners, Cutting Studio, Studio 7, Scale 7, FROMM., Workington and Profiles.

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