

Celebrating women

It's been a long time coming, but the spotlight is finally shining bright on OUTSTANDING WOMEN in design. From New York to Milan and Sydney to Paris, *Vogue Living* CELEBRATES the world's most visionary and INFLUENTIAL FEMALE creatives.

By Freya Herring Photographed by Paul Barbera, Philip Sinden and Anthony Lycett

"It is still a male-dominated environment, and 70 per cent of the top *creative jobs* in this country are taken by men. This is under-representation. But I believe the *future* is bright and that gender difference is already being *blurred* in so many ways"

FAYE TOOGOOD

The designer at her showroom in London's Shoreditch.



Rossana Orlandi outside
her RO Gallery during
Milan Design Week 2018.

ITALIAN

Rossana Orlandi THE MENTOR @rossana_orlandi

BEST KNOWN AS Milan's Queen of Design, indefatigable spotter and nurturer of new talent, and founder of the splendiferous Galleria Rossana Orlandi.

Rossana Orlandi's presence at Salone del Mobile is as imperative as Milan itself. Her performative look — that tiny frame; those giant glasses; that white cap of hair, pulled back tight — is impossible to

"I would like to see more **WOMEN** in all fields, particularly in construction, engineering and architecture. We are much **STRONGER** than men and are used to solving many more **PROBLEMS** every day"

ROSSANA ORLANDI

ignore; it's as if creativity oozes from her very pores, moulding itself into physical form. Orlandi is equally famous as a mentor to many designers, past and present. "My greatest satisfaction is having been defined as the 'mum of design,'" she says. "My gallery is a meeting point where designers, collectors, architects, everyone, can meet and feel at home." With a passion for plastic, she sees sustainability in design's future, in particular "the discovery of new biopolymers rather than eco-friendly materials".

As for women's roles, "I would like to see more women in all fields, particularly in construction, engineering and architecture," she says. "We are much stronger than men and are used to solving many more problems every day."

PHOTOGRAPHER: PAUL BARBEA



Branching Bubble chandelier by Lindsey Adelman

FROM LEFT Dana Tomić Hughes and Lindsey Adelman at The Edge of What We Know installation, in collaboration with Calico Wallpaper, at Milan Design Week 2018. OPPOSITE PAGE Faye Toogood.

AUSTRALIAN

Dana Tomić Hughes THE DESIGN BLOGGER @yellowtrace

BEST KNOWN AS the founder of Yellowtrace, the award-winning, go-to Australian design blog.

When Dana Tomić Hughes set out to launch Yellowtrace eight years ago, she had no idea how big it would become. “It was a passion project,” she says. “It took time to find my own voice — writing as you talk went very much against the rules of design writing, especially back then.” She was a practicing interior architect at the time, so named the site after the Yellowtrace paper she used day-to-day. “The sketching phase,” she says, “is where most of my ideas and concepts were born.” Tomić Hughes believes that women offer something unique to the industry. “Women are generally more driven by their gut, which taps into the emotional, compassionate, intuitive way of making decisions.” She sees a bright future for women in design. “I cannot wait for the time when we don’t need to have gender conversations,” she says. “This is when we will know everyone is truly equal.”



Spade chair by Faye Toogood

“The bigger the range of interesting and CURIOUS voices, the better”

LINDSEY ADELMAN

AMERICAN

Lindsey Adelman THE LIGHTING DESIGNER @lindseyadelman

BEST KNOWN AS a pioneer of lighting design and the creator of the inimitable Branching Bubble chandelier.

“The Branching Bubble design turned a little idea into a company in 2006,” says Lindsey Adelman. It is this design — a visual nexus of naturally blown glass set against machined metal supports — that announced the lighting designer to the world. “It’s still our foundation,” she says. Adelman sees women as playing a different role to men in the industry today. “We often don’t see women the way we see men, but in many ways this is a strength, not a weakness. Success can often be private and personal, and I love that.” For her, design reaches far beyond the aesthetic. “The range of views from different viewpoints, gender included, enrich the industry and culture. Design is the reflection of the context in which we live, as well as a catalyst to shape it. The bigger the range of interesting and curious voices, the better.”

Takeyari ABCD modular seating by Faye Toogood



PHOTOGRAPHER: PAUL BARBERA (PORTRAIT)

BRITISH

Faye Toogood THE VISIONARY @f_o_o_g_o_o_d

BEST KNOWN AS the British interior stylist turned industrial designer and master of the sensorial.

With a background across artistic disciplines, Faye Toogood brings a dash of academia to everything she touches. She designs objects, furnishings and even clothes to the point where they become fine art; like functional sculptures. “The thing I’m most proud of is the breadth and diversity of the studio, and everything we produce — be it a chair or a coat,” she says. “We are not afraid to have a go.” For her, the gender gap needs to be reduced, but she is hopeful. “It is still a male-dominated environment, and 70 per cent of the top creative jobs in this country are taken by men. This is under-representation. But I believe the future is bright and that gender difference is already being blurred in so many ways.” Toogood sees the warmth of a feminine voice as a positive force. “Women bring instinct and humour,” she says, “and an emphasis on craftsmanship.”



PHOTOGRAPHER: PHILIP SIMON. HAIR & MAKE-UP: MADIA Y PESSAUD

Kelly Behun THE INTERIOR DESIGNER @kellybehunstudio

BEST KNOWN AS the head of New York's highly sought-after design firm, Kelly Behun Studio.

After stints in fashion, music and even finance, Kelly Behun finally decided to dedicate herself to an altogether different passion, design. And, wow, did she make an impact. Her style — a gentle, soft sort of beauty dispersed with playful elements (pink flamingos, empty space masquerading as clouds) — transforms cold New York apartments into warm, welcoming spaces. “To be able to create a beautiful home for someone is a great privilege,” she says. Although she'd like to see more women in this and every industry, she says she feels supported — “and that may be due in part to the fact that we are working within a framework of greater gender parity, more so than many other fields. Something fundamentally good and decent naturally evolves from an environment where men and women are on a more equal footing. I mean, isn't that a lovely thought?”

“Something fundamentally *good* and decent naturally evolves from an *environment* where men and women are on a more *equal* footing. I mean, isn't that a lovely thought?”

KELLY BEHUN

Emma Elizabeth THE DESIGN CHAMPION @local_design

BEST KNOWN AS a multidisciplinary creative who advocates and supports Australian designers through her website, Local Design.

where she arranges everything from the shipping of new designs to negotiating sponsors, drumming up press, and even sorting the designers out with a bed for the night. She describes the European and Australian design climates as a seesaw when it comes to innovation and the sexes. “The furniture, lighting and homewares industry to date in Australia has been somewhat man-heavy,” she says. “If you look to Europe, there has almost been a shift the other way.”



PHOTOGRAPHER: PAUL BARBERA. HAIR & MAKE-UP: ELAYNA BALCHMAN

PHOTOGRAPHER: PAUL BARBERA (PORTRAIT)



FROM LEFT Patricia Urquiola and Emma Elizabeth at the Swarovski installation for Milan Design Week 2018. OPPOSITE PAGE Kelly Behun at her New York City midtown studio.

Patricia Urquiola THE INDUSTRIAL DESIGNER @patricia_urquiola

BEST KNOWN AS one of the most prolific and influential figures in contemporary design.

One word to describe the work of Spanish architect and designer Patricia Urquiola might be ‘joy’. Although every work feels completely its own, Urquiola always manages to eek in an upbeat sense of play that keeps her oeuvre coherent. She has run her own studio since 2001 — what she calls her “turning point” — and became art director at Cassina in 2015. This year so far, Urquiola has

“Women must have THE WILL to continue studying and RISKING with private practice”

PATRICIA URQUIOLA

launched new works with such prestigious brands as CC Tapis, Louis Vuitton, Moroso and Swarovski. As a woman at the top of the industry, the designer wants to encourage others to follow suit. “Women must have the will to continue studying and taking risks with private practice,” she says. The future of design, she believes, depends on how it reflects our habits. “Things change, and so does our way of dealing with everyday needs, such as sitting down. With the digital revolution, we must rethink the house and the office. We need to enter the civilisation of information with furniture.”



Moroso Redondo sofa by Patricia Urquiola



Memphis Inspired Chair by Kelly Behun

FRENCH

India Mahdavi THE COLOURIST @indiamahdavi

BEST KNOWN AS the colour virtuoso and mastermind behind the dreamy London restaurant-gallery, Sketch.

restaurants in the world — all sensuous form, fleshy pinks, and crisp, brass touches. She marks the design as pivotal to her career — “where I chose to celebrate pink in an unseen way”. Mahdavi feels that women “can assume all the contradictions — they invent their own reality through power, talent, intuition, sensibility”. And she’s excited, if cautious, on the future of design. “It will be a real challenge to learn to live with artificial intelligence and global warming,” she says. “I think designers like myself need to contribute to build this new future, where physical and visual comfort will be needed more than ever.”

There is a sense of magic in the work of India Mahdavi — a sincere understanding of colour that sets her apart from the throng. Sketch, which she refurbished in 2014 alongside artist David Shrigley, has become one of the most Instagrammed



Playtime
– Spaghetti
Junction tables
by Bethan
Laura Wood

BRITISH

Bethan Laura Wood THE WILD CARD @bethanlaurawood

BEST KNOWN AS a living, breathing embodiment of her flamboyant postmodern designs.

“I do everything from limited-edition furniture to production pieces, to sets, installations and collaborations with fashion houses,” says Bethan Laura Wood, whose fine art-meets-design practice is currently taking London — and the world — by storm. Working collaboratively is what the designer loves most: her collaborations run the gamut from

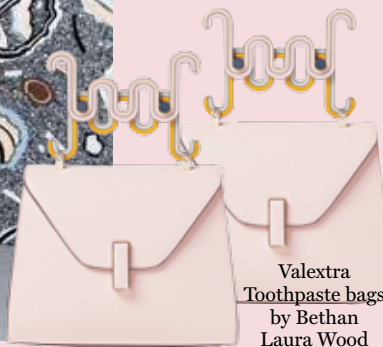
“I think design will be more interesting when there can be a MIXTURE of VOICES, cultures, and viewpoints that can come together and be HEARD on an equal level”

BETHAN LAURA WOOD

Tolix to Kvadrat to Hermès. “The real joy is when I get to experience and work with different makers and producers,” she says, “and I get to learn something *with* them, or we develop a language together.”

A multidisciplinary approach is at the core of what Wood does, so equality in the industry can only strengthen that conviction.

“I think design will be more interesting when there can be a mixture of voices of cultures, and viewpoints that can come together and be heard on an equal level.” With the vibrancy of Mexico a recent inspiration, she hopes to keep developing and changing: “More cross-pollination, more visits to other places.”



Valextra
Toothpaste bags
by Bethan
Laura Wood

PHOTOGRAPHER: ANTHONY LYCETT (PORTRAIT), BETHAN LAURA WOOD VALEXTRA TOOTHPASTE BAGS AVAILABLE AT HARROLD'S, HARROLD'S.COM.AU

ITALIAN

Nina Yashar THE GALLERIST @nilufargallery

BEST KNOWN AS the founder of Milan's Nilufar gallery, a temple of design and style.

Scandinavia,” she says. “At the time I was focussed only on collecting and exhibiting antique and contemporary carpets, but instead of coming back to Milan with them, I brought back a lot of fine armchairs and sofas, which shocked everyone!” Alongside collaborating and supporting emerging designers at Nilufar, her current passion is vintage Italian, Brazilian and Mexican design. She believes successful design is about balance. “Everyone’s personality and vision is characterised by both feminine and male aspects, and the feminine side is sometimes underestimated. Finding the right combination between them is the way.”

Besides being one of the most stylish women in design (you can’t miss her at Salone del Mobile, decked out in her chic signature turban and oversized earrings), Nina Yashar also runs one of the world’s most venerated design galleries, Nilufar. Her life changed while venturing north. “I discovered the world of design on a trip across

FROM LEFT Nina Yashar and India Mahdavi at the Chez Nina installation, designed by Mahdavi, at Milan Design Week 2018.



Guadalupe vase by
Bethan Laura Wood

Bethan Laura Wood
in London.

PHOTOGRAPHER: PAUL BARBERA

The Egg Collective

AMERICAN

FURNITURE, LIGHTING, ACCESSORIES, AND CREATORS OF THE ANNUAL ALL-FEMME EXHIBITION, *DESIGNING WOMEN*

BASED IN New York City **BREAKTHROUGH PROJECT** The launch of Egg Collective's first furniture collection at the 2012 ICFF in New York. "It was our sink-or-swim moment. We won the award for Best New Designer — it was a dream come

true." **INSPIRED BY** "Julie Scheu, one of our first furniture design instructors. She was fearless and showed us what a female designer and maker could look like." **CLIENTS INCLUDE** Jamie Bush, Drake Anderson, Studio Shamshiri, Ellen Hanson, Deborah Berke, Pembroke and Ives, Champalimaud, and Commune. Also collaborated with The Future Perfect, Studio Van Den Akker, Garde and M Naeve. **CURRENTLY WORKING ON** "Designing and prototyping new work for Egg Collective as well as licensing product to other brands." **WHAT'S NEXT?** "Continuing to figure out ways to champion the work of others." **THEY SAY** "Our work is contemporary with a nod towards traditional craft. We try to celebrate and highlight the beauty of natural materials, and are conscious of how we can mix those materials in order to elevate our designs." **WE SAY** Egg Collective's classic minimalist designs have an instant heirloom quality, and their celebration of female talent epitomises the collaborative nature of young, dynamic New York design. It's about so much more than selling product — it's a community, where designers nurture each other.

FROM LEFT Egg Collective co-founders Crystal Ellis, Hillary Petrie and Stephanie Beamer at their showroom in downtown New York.



The new guard

These innovative young talents are living proof that the future indeed is female, writes Bonnie Vaughan.

PHOTOGRAPHER: PAUL BARBERA. HAIR: JORDAN ALVARADO. MAKE-UP: KUYOSHI

PHOTOGRAPHERS: KAMILLA HAMPOVA (ZINOVATNAYA), RINGO GOMEZ JORGE (MARCELIS), KEELAND TRACY (TRACY)

Daria Zinovatnaya

RUSSIAN

INTERIOR DESIGN

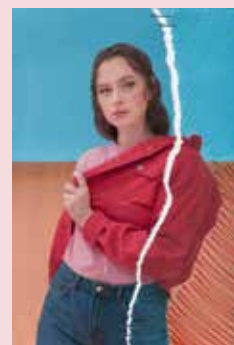
@ZINOVATNAYA

BASED IN Saint Petersburg **BREAKTHROUGH PROJECT** Cherokee, a furniture concept that received

the 2017 Red Dot design award. "My main task was to show a simple form in an unusual execution and design. Now, it's being produced and will be on sale this year."

CLIENTS INCLUDE VVVK in Shanghai, China, and Suite Beauty Studio in Saint-Petersburg. **INSPIRED BY** Eileen Gray and Charlotte Perriand. **CURRENTLY WORKING ON**

Several design projects including a showroom in Shanghai, a cafe in Los Angeles and an apartment in Madrid. **WHAT'S NEXT?** More projects across furniture, accessories, clothing, and lighting. **SHE SAYS** "I call my style 'suprematism', because the basis of my work is colour, simple geometry, and creating various compositions from coloured planes." **WE SAY** Zinovatnaya's play on shape, colour and scale is flawless. If this is her early work, we can't wait to see where she goes from here.



Jerico Tracy

FOUNDER OF JERICO CONTEMPORARY ART GALLERY

@JERICO_CONTEMPORARY

BASED IN Sydney

BREAKTHROUGH PROJECT *A Summer*

INSPIRED BY Art dealer Betty Parsons. "She founded the Betty Parsons Gallery in Manhattan in 1946, showcasing work that was deemed completely radical and provocative at the time." **WHAT'S NEXT?** The International Art Fair, Sydney Contemporary in September. **SHE SAYS** "Our philosophy is to showcase inspiring, thought-provoking, beautiful, challenging artworks." **WE SAY** Jerico Tracy has made Sydney's art scene super cool and more accessible for artists and young collectors — there was a gap, and she's filling it.



URUGUAYAN-AMERICAN

Estudio Persona

FURNITURE AND INTERIOR DESIGN

@ESTUDIOPERSONA

BASED IN Los Angeles **ORIGINALLY FROM** Uruguay **BREAKTHROUGH PROJECT** The 2017 *Architectural Digest* Design Show in New York. "It was the first show

we ever did. It organically got a lot of press, and designers and dealers both started calling us after that." **INSPIRED BY** Kazuyo Sejima, Eileen Gray, Patricia Urquiola, Faye Toogood and Maria Pergay. **CLIENTS INCLUDE** Sandra Weingort, J Crew, Elizabeth Roberts Architecture & Design. **CURRENTLY WORKING ON** a lighting collection — part of the duo's Flow collection, which debuted at ICFF earlier this year — made with slump sandblasted opal glass and powder coated aluminum. **WHAT'S NEXT?** A line of small objects for a pop-up at downtown LA retail space Poketo. **THEY SAY** "Our furniture has been described as 'sculptural' and 'Brutalist', and perhaps that's the reflection of the big influence art and architecture has on us." **WE SAY** Estudio Persona are reshaping the way we look at South American design by fusing its sculptural playfulness with the warm, functional, contemporary aesthetic of LA.

NEW ZEALANDER

Sabine Marcelis

FURNITURE, LIGHTING, ACCESSORIES

@SABINE_MARCELIS

BASED IN Rotterdam **ORIGINALLY FROM** New Zealand

BREAKTHROUGH PROJECT The Dawn light series [neon tubes embedded in cast resin], first shown at Design

Miami by Victor Hunt Gallery in 2016. "This was the moment from which things started to snowball." **CLIENTS INCLUDE** Repossi, Salle Privee, Isabel Marant, Burberry and Opening Ceremony. Also collaborated with OMA (Rem Koolhaas), and exhibited

at Etage Projects, Victor Hunt Designart Dealer, Side Gallery and Nilufar Gallery.

INSPIRED BY Rachel Whiteread and Helen Pashgian. "They are both pioneers in casting techniques and super badass."

CURRENTLY WORKING ON Larger commissions and special site-specific projects. "But I'm not allowed to really talk about them yet..." **WHAT'S NEXT?**

Moving with her team to a new, larger studio. "I'd like to take a bit of time out early next year to reassess; to sit still and reflect on what actually is interesting." **SHE SAYS** "My style is minimal and material-driven. The form language I use is very pared down and is not diluted by decoration." **WE SAY** Marcelis's work is luminous; it's so fun yet refined. She is the perfect blend of designer and artist. **VL**

