



by Rana Aytug

# SAMAH ALOUL

D E S I G N A W A Y



Samah Aloul is an interior designer and managing partner/owner of a leading interior design company [www.insideinterior.com](http://www.insideinterior.com). Aloul built her company from the ground up, working for the past decade on international and regional projects. She has navigated her way from a decorative painter at Amzaj Studios in Lebanon to an interior designer for yachts at leading boat company Azimut/Benetti in Viareggio, Italy. Aloul has worked on projects as small as remodeling a friend's living room to creating business spaces for multinational companies. Her company grew from strength to strength, taking on projects in Amman, Italy, Beirut, Dubai and Oman and flourishing seaside living spaces in these beautiful cities. Drawing on her experience, she has taken decorative painting in Amman to a higher level, leaving her artistic thumbprints on the walls of residential spaces and offices as well as on five-star restaurants. Her piece de resistance is an Azimut 88 yacht that was launched in Cannes Boat show September 2011. It was a special edition for the Middle East, and Azimut 105 launched in Dubai March 2012. Currently working on yacht interiors in Dubai, Aloul's portfolio includes private villas in Oman and Sudan; restaurants, villas and offices in Dubai; yachts for international owners; office spaces for companies such as Maktoob.com, Leo Burnett, Areva, Gutmann, as well as a selection of Tala Bay apartments and large-scale residential homes.



**How did you join forces with HD Design Company?**

I have been spending a lot of time in Italy, designing several Italian yachts manufactured in Viareggio. I met the owners of HD Design Office on one of my trips to Italy and we had plenty in common, as they design yachts and I do too. They were interested in the Middle East market and my base in Dubai helped a lot.

**Tell us more about the type of projects and services you deliver.**

We are working on several projects in

Lebanon, Oman, Dubai and many more. We design yachts, villas, commercial spaces, furniture and many architectural projects.

**What is the most influential element in designing a yacht?**

You are always inspired by the sea and its magnificent colors. The people who own the yacht inspire us the most. They are the ones who are going to be using it, so we want them to enjoy the yacht as much as we enjoy designing it. Making them feel good is our biggest challenge.

**What was the concept behind the first yacht you designed?**

It was a special edition for the Middle East and it was all about harmony. I designed it to fit the maximum number of people; Arabs have big families and many visitors. It was bought by a Kuwaiti who owned the same type of yacht, but liked this special edition more.

**What is your proudest professional accomplishment so far?**

Designing yachts. After designing so many spaces, I had to do something bigger and



## FEATURE



more challenging. It was one of the most difficult steps I have taken, but I thought it was an interesting risk and I enjoyed every single moment.

**If you could design a dream project, regardless of location and budget, what would it be?**

So many. I would love to design the interior of a metro, private jets and much more.

**What design trends are on the horizon for summer 2013?**

Lots of linen, lots of fresh fabrics that

reflect the freshness of summer in your home. Light wallpaper and paint colors to get the maximum amount of light.

**How do you approach the design process?**

I usually try to understand the function of the space and how is it going to be used by the owners. It is very important to have a welcoming and functional space.

**What are the most challenging and rewarding parts of your work?**

The most challenging is creating chemistry

with the client. It is very important to make their space reflect their personalities. The rewarding part is when you receive continuous phone calls telling you how much the client is enjoying the space and how happy they feel each time they enter the space.

**How would you describe the design of your own home?**

It is balanced, simple and pure. The only things I keep on changing are the accessories to keep the space looking fresh and welcoming.