

IN CELEBRATION OF

INTERNATIONAL WOMEN'S DAY

we're spotlighting four prolific Italian artisans whose work includes luxury housewares, from hand-painted textiles to modern ceramics and one-of-a-kind lighting designs. Each is dedicated to preserving heritage craftsmanship, and by so doing, aims to transform everyday living spaces into timelessly sophisticated, beautifully inviting homes.



CORALLA
MAIURI



JWANA
HAMDAN



LUISA
LONGO



PATRIZIA
GARGANTI

JWANA HAMDAN



JWANAAMDAN_OFFICIAL

Founded by **Jwana Hamdan**, a young Italian entrepreneur of Lebanese origins, JH proposes itself as the first outdoor furniture brand where Italian design know-how meets a cosmopolitan cultural heritage of Middle Eastern inspiration.

Swipe to read our interview with Jwana →

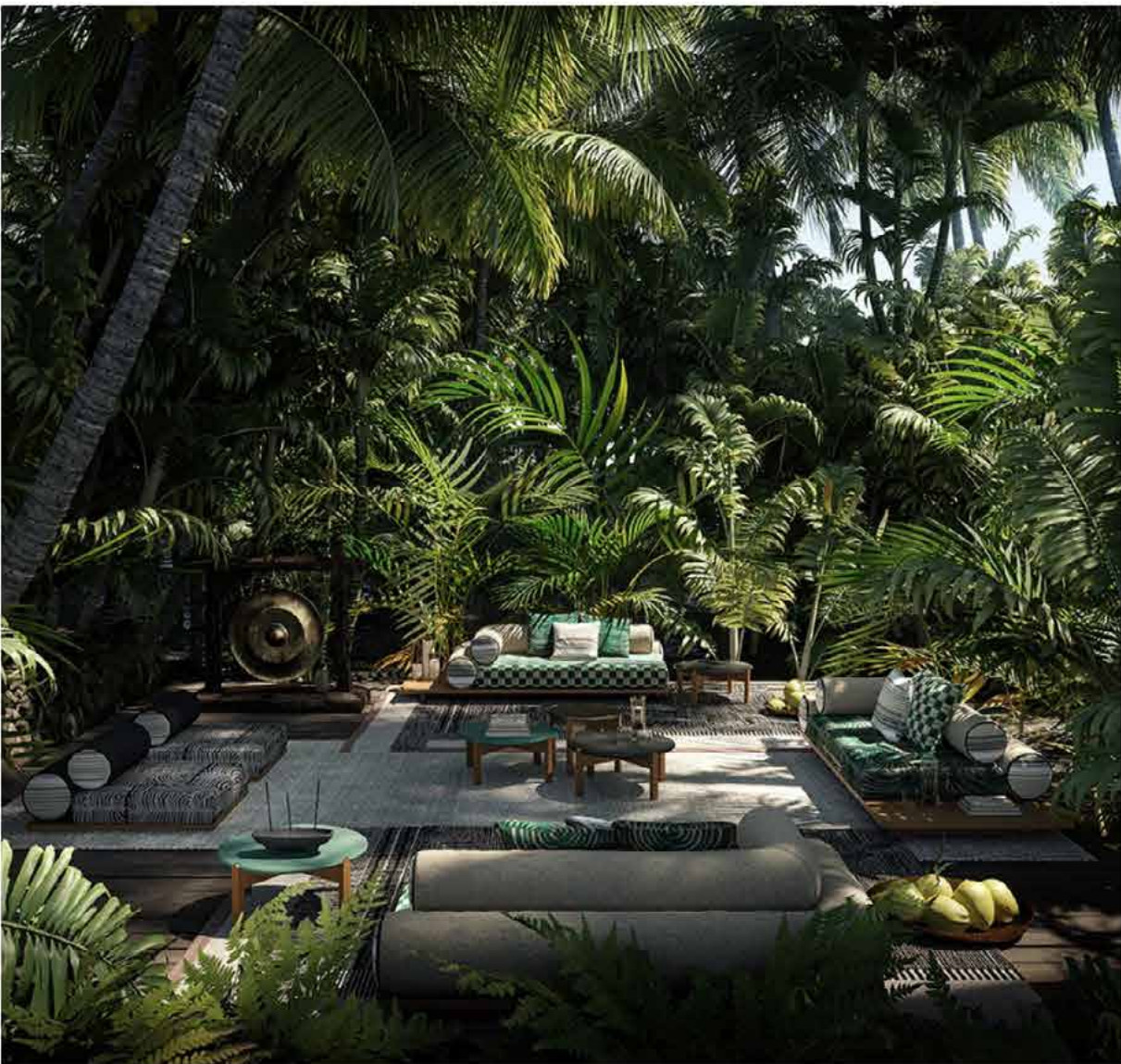
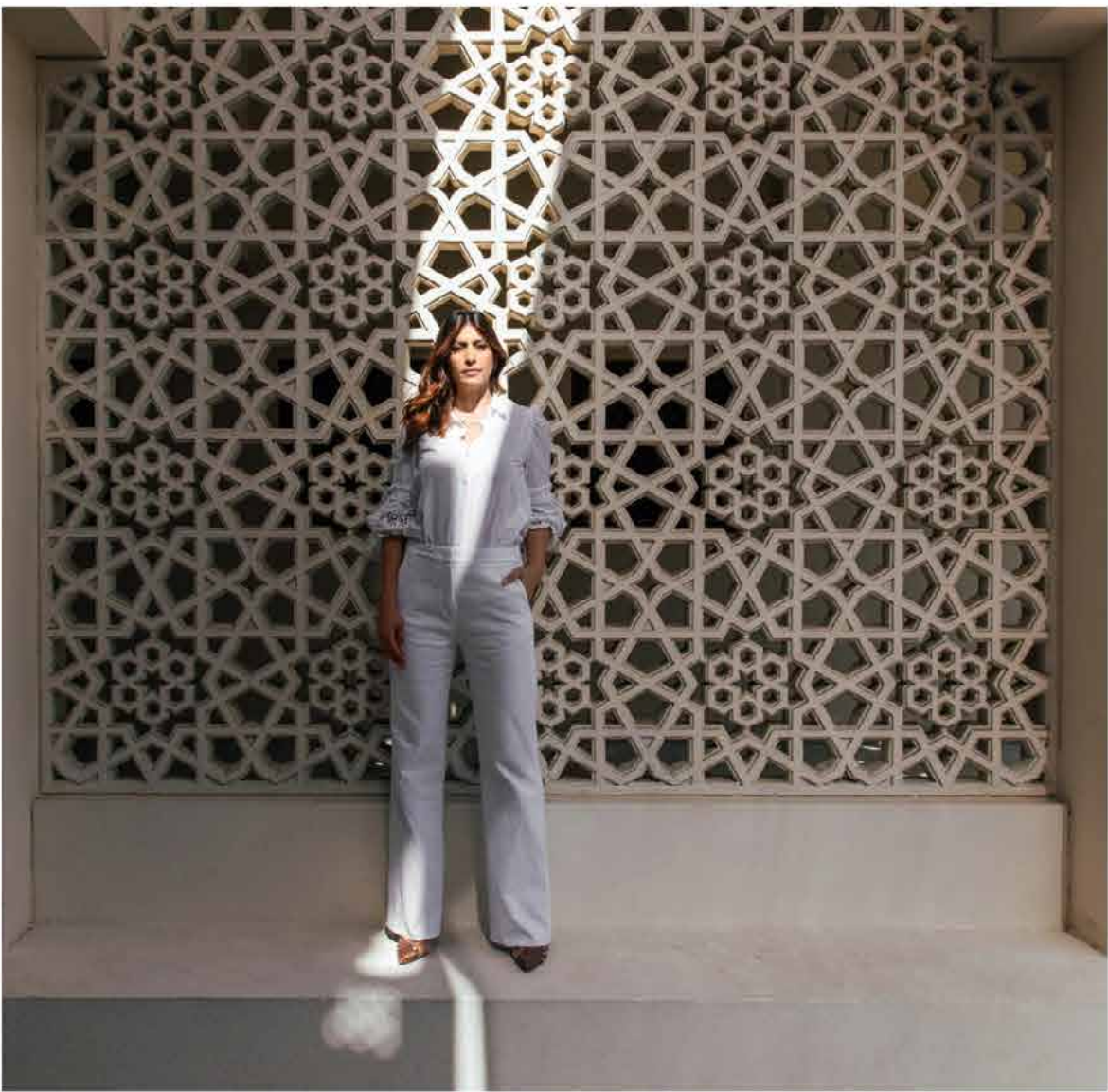


Q: Can you share a bit about your journey as an artist and what first sparked your passion of designing furniture?

My journey in the creative industry began when I moved from Lebanon to Italy, more specifically to Como, a territory celebrated for its rich textile heritage. At that time, my father worked for a company supplying some of Italy's most prestigious fashion houses, so I grew up surrounded by enchanting silks and intricate embroideries. I naturally steer away from anything that is commonplace or predictable, striving for designs that stand out with their whispered beauty and thoughtful complexity. My passion for design objects originated from their unique ability to enter in people's daily routines yet never lose their distinct presence.

Q: As an entrepreneur of Lebanese origins and Italian upbringing, how does your personal background shape the vision and design direction of JH?

My personal background profoundly influences my vision and creative direction. *The 'Wandering Majlis' collection* speaks of abandoned lands and a nostalgic search for a lost identity yet maintains a hopeful undertone. This collection emphasizes the enriching experiences derived from travel and new encounters, along with a revival of traditional poetry through contemporary storytelling. My design approach results from blending heritages and balancing contrasts, weaving together the minimalist elegance of Italian style with the vibrant patterns and rich textures of Middle Eastern culture."



Q: Can you share a bit about your design process? How do you take an idea from concept to final product, and how do you incorporate elements of innovation and craftsmanship into each piece?

The ideas for my collections stem from an imaginative world rooted in my origins and traditions. This connection allows me to maintain a clear and defined vision when identifying new objects to design or stories to tell, in harmony with the brand's essence. My creative process is guided by an ongoing dialogue between the past and the future. The past inspires me through historical research—whether reading books, watching documentaries, or exploring cultural references. The future pushes me to experiment with innovative materials and new production techniques, ensuring each piece embodies both timeless craftsmanship and contemporary relevance.

Q: How do you see the intersection of Italian and Middle Eastern design evolving in the future? Are there any emerging trends or ideas you're excited to explore within this cultural heritage in your upcoming collections?

This historical intermingling between Arabic culture and Mediterranean cities has left a lasting imprint on the region, significantly influencing the local art, architecture, and cuisine. The new generation, markedly characterized by a fusion of cultures, is shaping global design trends, inspiring designers to think more cross-culturally and integrate diverse influences into their work, encouraging the exploration of new textures, forms, and narratives. Creatives from around the world are increasingly using their art to explore themes of self-awareness and inclusivity, reflecting a growing commitment to social responsibility. I believe our project contributes in a small but meaningful way to bridging cultural divides and igniting curiosity about different traditions, in our specific case the middle eastern one, fostering a global sense of unity while celebrating individual uniqueness.





Q: What advice would you give to other women looking to pursue a similar path?

The best way to inspire others is by being authentic and true so, I'd like to share my personal story: there was a time when I wasn't fully comfortable embracing my origins, even feeling a bit hesitant about pronouncing my own name, unsure of how it would be received. Over time, through my creative journey, I came to realize that what made me different was actually what made me stand out and be noticed. Our path is full of challenges, but maintaining a sense of gratitude and a positive outlook makes all the difference. There's a quote from my Arabic culture that gives me strength whenever I need it, and I am happy to share it with all the women who are forging their own paths: *"What is meant for you will reach you, even if it's beneath two mountains. And what is not meant for you will not reach you, even if it's between your two lips."*

Please visit Artemest.com to explore and shop Jwana's works