



## Hicham Lahlou Designer

Hicham Lahlou, an emblematic figure of the new generation design, has been part of the new design sphere for more than two decades. His refined creations are always impregnated with cultural and identity references, subtly integrated into modern lines and it is his very personal touch that allowed him to be noticed in this environment as elitist as codified.

Often called as the spearhead of contemporary design in Morocco, He has not only become a recognized design personality on the African continent and the Arab world but also one of the great signatures of the world design which signs collections for prestigious international brands, develops lines of street furniture, Sign of concepts for hotels, illustrates his talent as an artist, interior designer, product designer and graphic designer in brand identity, packaging, but also commercial architecture as well as strategic design.

It forged himself a name in the design of furnitures, tableware and objects by signing collections for major international brands such as DAUM, Ecart International, Lip, Aquamass, Airdiem, or Nodus Rug.

A visionary who defends values of progress and undertakes actions to promote the values of design and creation in general.

His creations, regularly exhibited in museums such as the Vitra Design Museum, Guggenheim Bilbao, Kunsthal Rotterdam or the Victoria & Albert Museum in London, half way between design and contemporary art make the designer a recognized artist both for his unique pencil touch and his work on the lines but also for his innovative artistic biases.

Highly publicized in the print media, television and digital networks, he regularly appears in prestigious publications around the world, often considered among the global leaders of the African continent, the most prominent innovators in Africa and in the world as well as guest jury in several international competitions such as the Star of Science Session 2 in Qatar as a VIP Jury.

The Africa Design Award & Days project (ADA & ADD), which he founded in 2014 makes him a leader in African design. In 2014, he launches ADA during the New York Forum Africa where a design panel is dedicated to him. He organized ADD as a true conductor, one of the most noted events of the year, in Morocco then in Paris. As an international design platform in Africa, ADA & ADD is now a new design hub on the continent. Presented at the Paris Design Week Maison & Objets 2015 and at the Cité de la Mode where it is an honor guest, the event is very successful. Hicham Lahlou positions ADD by highlighting a new generation of designers as well as confirmed designers from the African continent.

In 2016, Jean-François Girault, Ambassador of France in Rabat decorated him with an insignia as a Knight of the Order of Arts and Letters of the French Republic, a high distinction dedicated to his international career, his ideas, his vision and its twenty years of efforts, merit and creativity, the ceremony was held on Tuesday 9 February in the residence of France in Rabat.

"OUT OF THE BOX", produced by the French Institute of Morocco, will be presented at the famous Galerie Delacroix in Tangier from 15 December 2016 to 31 January 2017 and in Tetouan at the Center d'Art Moderne From 10 March to 6 May 2017. The exhibition will then continue in Europe. A monograph on his journey will be published later.

The President of the World Design Organization / WDO, has just announced the nomination of Mr Hicham Lahlou Designer as a Community Liaison, official representative WDO in North & West Africa in Morocco for all his actions carried out internationally and in Africa for the benefit of Creation and Design.

Africa, Morocco and Rabat welcome Africa Design Days 2017 organizes the first global pan-african forum on the economies of design, innovation and creative industries in africa on the initiative of Hicham Lahlou Designer, founder of Africa Design Days (ADD), who is leading and organizing with a dedicated team, this unprecedented pan-African and major continental event as the first forum for the economies of Design and innovation In Africa by AFRICA Design Days + the 1st World Design Talks in Africa, is an unprecedented showcase for the innovation and design community in Africa, as well as a privileged forum for developing collaborations between Businesses, designers, private and public sector, policy makers, students and citizens. In connection with the World Design Organization (WDO)