



## 1:1 ARCHITECTURE: AN INTERVIEW WITH MAYSAM AL NASSER

**Business:** please tell us about your business concept and what inspired you to create 1:1 Architecture Designs?

1:1 is a design studio dedicated for conceptual architecture, interior and furniture designs. We introduce a holistic approach that goes beyond the architecture to provide a conscious mix between art, architecture and psychology.

I have always been interested in the impact spaces have on human behaviors and psychology and the dialogue between space and culture, I did my Master's thesis on "Space and Cultural Transformation" in which I studied how space leaves its impression on culture, reshapes its identity, customs and habits, and how culture on the other hand manifests itself on its surroundings.

I founded the design studio 1:1 to put all these concepts to the test. My interest in other art fields also encouraged me to create this workshop-like space where I get to experiment freely with no restrictions—it's like a lab for my own private mistakes and questions.

**Challenges:** please tell us about the challenges that you experienced when you were starting out and how you were able to overcome those challenges?

Changing people's perception about design has been a challenge... introducing minimal solutions and showing the value of silence in design had its difficulties. But we kept challenging the conventional way of using spaces, introducing the importance of philosophy and conceptual approach and hopefully more clients will see the value in investing in this dimension of design.

**Sustainability:** Since sustainability is a big issue in the world today, how does your company incorporate sustainability in its projects?

Social and Environmental responsibility is at the heart of our practice. We are committed to designing sustainable communities through their built form. We support educational projects and believe that awareness starts with the young.

**What's next:** can you share with us some future plans of 1:1 Architecture?

It's not a plan but an objective. We hope that one day we can have an impact on the built fabric of Bahrain, transform the urban patterns, to reflect and develop the culture, the community and social relations within the island. To make a difference and impact on people's lives through the places we create.

**Tips:** what advice can you share to aspiring entrepreneurs, architects or designers?

Find something that you're passionate about... Be creative...

Get prepared with plans, studies and research... Find your own way of doing things.. Seek for the appropriate financial support...

Don't give up; as there will be so many obstacles... Work hard and drink a lot of tea...!