

POETIC & MUNDANE

Miminat Designs unites the mundane and the poetic, the old and the new, the complementary and the contradictory in timeless furniture, objects and interiors. The studio creates functional art and elegant spaces with a unique personality.

London-based Miminat Designs is a design studio that creates beautiful furniture, lighting and decorative objects as well as full-scale interior design. The studio was founded by British-Nigerian artist and designer Miminat Shodeinde. She was attracted to art from an early age. She first studied art and initially wanted to go into fine arts, but her parents insisted that she choose a direction that was seen as more 'stable' and which would certainly pay the bills. So, interior design was a viable choice and, according to Shodeinde herself, the best decision she made. The designer describes the establishment of her own studio as an organic process. 'After graduating from university, I worked at architectural firms and designers, among others, but



Oscar Chair
© Genevieve Lutkin

I never stopped designing my own pieces. I have always been very motivated, driven and hardworking. Simply put, there's no giving up if you want to succeed,' said Shodeinde. Thus, Miminat Designs was born in 2015, allowing the designer to pursue her passion on a daily basis. 'Making my imagination come to life is the best part of my job,' she adds.

ARTISTIC & ARCHITECTURAL

Miminat Shodeinde strives for an artistic aesthetic with architectural precision. In her work, she unites the everyday with the poetic and the old with the new. In this way, she achieves timeless and compelling designs in which art and architecture meet. 'When creating a piece of furniture, it is important to me to combine traditional craft methods with modern use of materials. I have a deep respect for craftsmanship that I try to reflect in my furniture, but often in modern lines. I also like to reinterpret vintage silhouettes and use materials in a modern way,' she says. When designing a space, Shodeinde then uses old materials and classic or vintage pieces in a very contemporary setting.

Without limiting herself to a particular style or category, Shodeinde's aesthetic is fluid,



Countryhouse Gloucestershire © Miminat Designs



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functional and sophisticated. Each project is given a unique interpretation and identity. The furniture, objects and lighting of Miminat Designs are characterised by sculptural forms. The designer explores and experiments with the relationship between form and function, allowing art and design to merge. 'My designs balance between sculptural form and functionality in the real world. In terms of a design language, I like to give my pieces a sense of movement or fluidity. There is beauty in movement and I try to capture that in my work.' According to the designer herself, a "Miminat interior" can be recognised as follows: 'You will usually see at least one piece of classical furniture. It plays with scale and symmetry, a muted colour palette with large light volumes, clean lines, warm materials and overlapping textures.'

INTUITIVE PROCESS

Miminat Shodeinde calls her mind the biggest and most important tool for her interi-



Iman Chaise © Genevieve Lufkin



Countryville Provence © Miminat Designs

or and furniture designs. Everything starts from there. 'I get my inspiration from what is around me or what interests me at the moment I am developing a design or a space,' she says. The designer draws inspiration from music, art and sculpture, among other things. 'I have an obsession with materiality, how things are made. Therefore, the production process is very important to me. So, I spend a lot of time with the craftsmen,

I'm involved in every process at every stage, asking questions and learning. I guess you could say that my design process starts to take shape when I fully understand the possibilities of what can be created and I also strongly believe in creating on instinct and how I feel at the time.' All pieces are hand-made by a team of artisans in the United Kingdom and Europe which ensures authenticity and pure craftsmanship.

'MY DESIGNS BALANCE BETWEEN SCULPTURAL FORM AND FUNCTIONALITY IN THE REAL WORLD'

We also asked the designer what she enjoys most about designing: interiors or furniture. 'Designing a space and designing furniture are always connected for me. I love doing both and enjoy it! I often design furniture and interiors at the same time, I can't imagine not doing either. As a designer, I have the pleasure of designing not only the space but also the furniture. It is so nice that I can jump between both expressions and

that as a designer I am not locked into one category,' she replied.

IMAGICASA'S CHOICE

In this article, we would also like to highlight some of Imagicasa's favourite pieces and projects by Miminat Designs. First up, we are happy to show our readers the Iman Chaise (2016), a beautiful lounge chair. It has a unique, wavy design and is made from



Countryhouse Gloucestershire © Miminat Designs

‘THERE IS BEAUTY IN MOVEMENT AND I TRY TO CAPTURE THAT’

oil-stained mahogany and aniline waxed nubuck leather. The smaller Oscar Chair (2020) also makes our hearts beat faster. For this chair, Shodeinde again used oil-stained mahogany and satin suede. The Oscar Chair also exists in the form of a daybed. These – and also the other – furniture designs by Miminat Designs have a modernist look, giving a nod to the past while being contemporary and having their own modern character.

As Shodeinde told us earlier, furniture and interior design often go together for her. In her interior projects, you often find Miminat Designs pieces. For example, there is the beautiful country house in Gloucestershire. This private residence is characterised by a serene and sophisticated aesthetic with a

neutral colour palette. The rooms are decorated with unique art objects and you will also find the extraordinary Kirk Armchair. We were also very impressed by the country villa in Provence. Here too, you immediately recognise Shodeinde’s artistic and architectural aesthetics and modernist touches.

We would love to show all pieces and projects of Miminat Designs here, because

they are all equally beautiful and unique. If you want to learn more about Miminat Shodeinde’s work – and other women designers – you can look out for the publication of *Woman Made: Great Women Designers* published by Phaidon. This book was released in September 2021 and celebrates the best of international design by women from around the world. 🌍

(Text: Caroline Meeusen)



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RENOVATE
REIMAGINE
REINVENT
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**KITCHENS
FURNITURE
INTERIORS
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