

*In designing his light-filled  
Milan flat, Samer Alameen  
conjured a space fit for his  
playful and unique creations*

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luxury for Milan, the  
terrace is an "en plein  
air" lounge, with Samer  
Alameen's Leaf Me  
Alone chairs





*Flooded with natural light and boasting a large terrace, the house-studio-gallery has become Samer Alameen's HQ*

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e has chosen one of the liveliest squares in Milan and found an apartment with the exact layout he had in mind, on the top floor of a building that still retains its original features. Flooded with natural light and boasting a very large terrace, the house-studio-gallery where industrial designer Samer Alameen lives has quickly also become his headquarters.

Lebanese-born Alameen studied and worked in Beirut until 2012, which is when he moved to Milan, discovering the city with the same nonchalance of those who have always lived there. "I could have moved to London, where I wouldn't have had to learn a new language," he says. "But design is in Milan."

After working in graphic design and advertising and founding his own studio in Beirut where he organised events for major brands, he realised that his passion lay in design. It all began with the classic Thonet chair, once the undisputed protagonist of Beirut cafés, before they were replaced with cheap plastic knock-offs. Alameen decided to rethink the chair using steel to embellish it, returning all the dignity that had been stripped away from it. The result was a surprising and immediate success, which garnered him plenty of media attention, a Masters degree from the Scuola Politecnica di Design in Milan, a debut exhibition during the Salone del Mobile 2014 and later, step by step, the creation of a collection that would showcase his unique design language.

Alameen has a taste for challenges, a sense of genuine Mediterranean hospitality, and a cunning marketing acumen. His ambitions are those of someone who masters the mechanisms of advertising well – he does not undertake typical routes, nor does he wait for opportunities to fall serendipitously into his lap. Instead, Alameen encourages and provokes them.

In his large living room are two pieces of Marbellous, the table he designed to transform into three different tops made of three different marble – depending on the inspiration of the moment. The tables are accompanied by the Khayzaran chairs, the steel version of the Thonet seats that gave rise to everything. From here, the large terrace is in sight, where Leaf Me Alone seats can be found – and even be used as single beds outdoors.

For the smallest room, one devoted to relaxation, the owner has chosen a strong teal colour to cover the sofa and the wall behind it, in a sort of *trompe l'oeil* effect. The walls in the rest of the house, however, are painted white. "I can stay in a baroque hotel, but the house must be white like the canvas of a painter," explains Alameen. A corridor to the bedrooms and the study guarantee extra privacy.

The furniture, created by the owner himself, fills the house as though it had been designed specifically for its dimensions and feel. Some of the pieces express a slightly surreal irony, such as the Ego mirror, while others – like the Light-and-Seek lamp, ranked by *The New York Times* among the 10 most interesting lamps of the Salone del Mobile 2016 – reveal a more conceptual approach.

Modularity and scalability are part of Alameen's vision, through which he does not approach design as simply furnishing a space. He explores a broader view instead, building and weaving stories in the process, and this house is undoubtedly the best testament to his wonderfully unique style.



In the **relaxation room**, the coffee table from the Undercover collection is in copper and Carrara black and white marble. The carpet is part of the Decolorized collection by Golran and the Taccia lamp is by Flos

Opposite: Designer Samer Alameen






In the **living room**, the United Divided cabinet, covered in mirror by the designer. Around the Marbellous table are the Khayzaran chairs in steel, on sale at Dilmos







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At the end of the **corridor**, a side view of the Ego mirror  
Opposite: On the Diamond Black & Cream carpet by Golran, the designer's All You Can Seat tables/stools in wood, steel and copper